



Cooperative Education Report

INTERNSHIP
AT
BTL ADVERTISEMENT AGENCY
WINDMILL ADVANTAGE PVT. LTD.

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Title: Internship at BTL Advertisement Agency Windmill Advantage PVT. LTD.

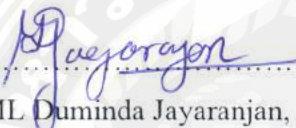
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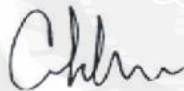
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Abstract

This internship was completed in Windmill Advantage Private Limited, which is a well-known below the line advertisement agency and has been handling many national and multi-national clients. The main objective of this study is to examine the current working environment and develop the working knowledge about the Below the Line marketing and industry. To gain working experience in the field of advertisement sector and build Public relation among the business professionals. To build knowledge on ongoing marketing campaigns practiced by different national and multinational brands. To achieve working knowledge in client service department and get experience in handling clients. To know how brand wants their products and services to be marketed using BTL activities to get close to their consumers in the market. To enhance value in the BTL marketing idea by brainstorming new ideas studying modern trends which could grasp new generation attention. To achieve the objectives with concrete outcomes, this study is designed as a qualitative report that would provide a brief review on how BTL marketing has evolved in current times in Nepal and how brands has changed their perceptions towards BTL activations in Nepal.

This report also shows that consumers are more into BTL activations in Nepal and the conversion rate from BTL activations seems higher than that of ATL activations and also BTL campaigns have adapted digitalization for their on and off ground campaigns.

Keywords: Below the line marketing/ brand exposure/ client service

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I have gain theoretical plus practical knowledge by doing my internship in this organization and also it provided me with some idea to face the market place professionally. Mr. Syed Ashiqul Islam, Head of Strategy & Business Development has been a great source of inspiration and motivated me throughout my internship.

Nitesh Man Shakya

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Chapter 1: Introduction

1.1 Company Profile



Figure 1: Windmill Advantage Logo

Windmill Advantage is a joint collaboration of two of the leading advertising firms Business Advantage Pvt. Ltd in Nepal and Windmill Advertising Limited in Bangladesh and was established in 2011. Business Advantage being awarded Agency of the year 2012 in Nepal and Windmill Advertising being largest BTL (Below the Line) agency & event management company in Bangladesh jointly create a vicious combination and provide TTL service and create measurable impact to the brands.

Windmill Advantage is a creative driven dynamic corporate house, who loves changes for betterment for the brand and challenges to remain at its best. With roots in direct response marketing, Windmill Advantage is a full-service advertising, marketing, branding and communication firm.

Aim of the Organization “Windmill aims to help and grow scientific communication and marketing, where service and product benefits are married to consumer needs and to build a desired brand product.”

Tagline “We go Below the Line for you”

Windmill Advantage (P) Limited can offer the following services:

1. Integrated Marketing Campaign
2. Trade Promotion
3. Competitive Market Research
4. Consumer Attitude Research
5. New Market Analysis
6. Door to Door Promotion
7. Corporate Identity Develop/Campaign
8. Road Show
9. In shop Activities/Merchandising
10. Outdoor Branding
11. Focus Group- Product or Campaign
12. Special Channel Activation
13. Celebrity Management
14. Event Planning, Management and Campaign

15. Sales-based Activation
16. Database Collection and Maintenance
17. Public Relation
18. Rural Awareness Program/Haat Activity/VDC Activity
19. Outreach Campaign
20. Brand Audit
21. Video on Wheel (VOW) Training & Workshop
22. Corporate Outing
23. Campus Activation
24. Print and Production Work



Figure 2: Some clients

Some of the multinational clients of Windmill Advantage are given above and Windmill has been proposing BTL activations campaign for these brands. Windmill Advantage goes below the line for persuasive communication to bring about a measurable impact on a brand or an idea through engagement into the lifestyle of the target consumer group and the trade channels. Windmill Advantage is consumer centric rather than media centric.

Introduction of TTL (Through the Line)

Windmill Advantage has also introduced TTL services, which is a fusion of ATL (Above the line) and BTL (Below the line). Through the line is the use of mass advertising media forming a prospect or customer database, which can be implemented by using direct marketing activities. An example of this would be an ad on TV, which features a toll-free number for aiming direct contact with new clients or customers (Windmilladvantage).

1.2 Organizational Structure of Windmill Advantage

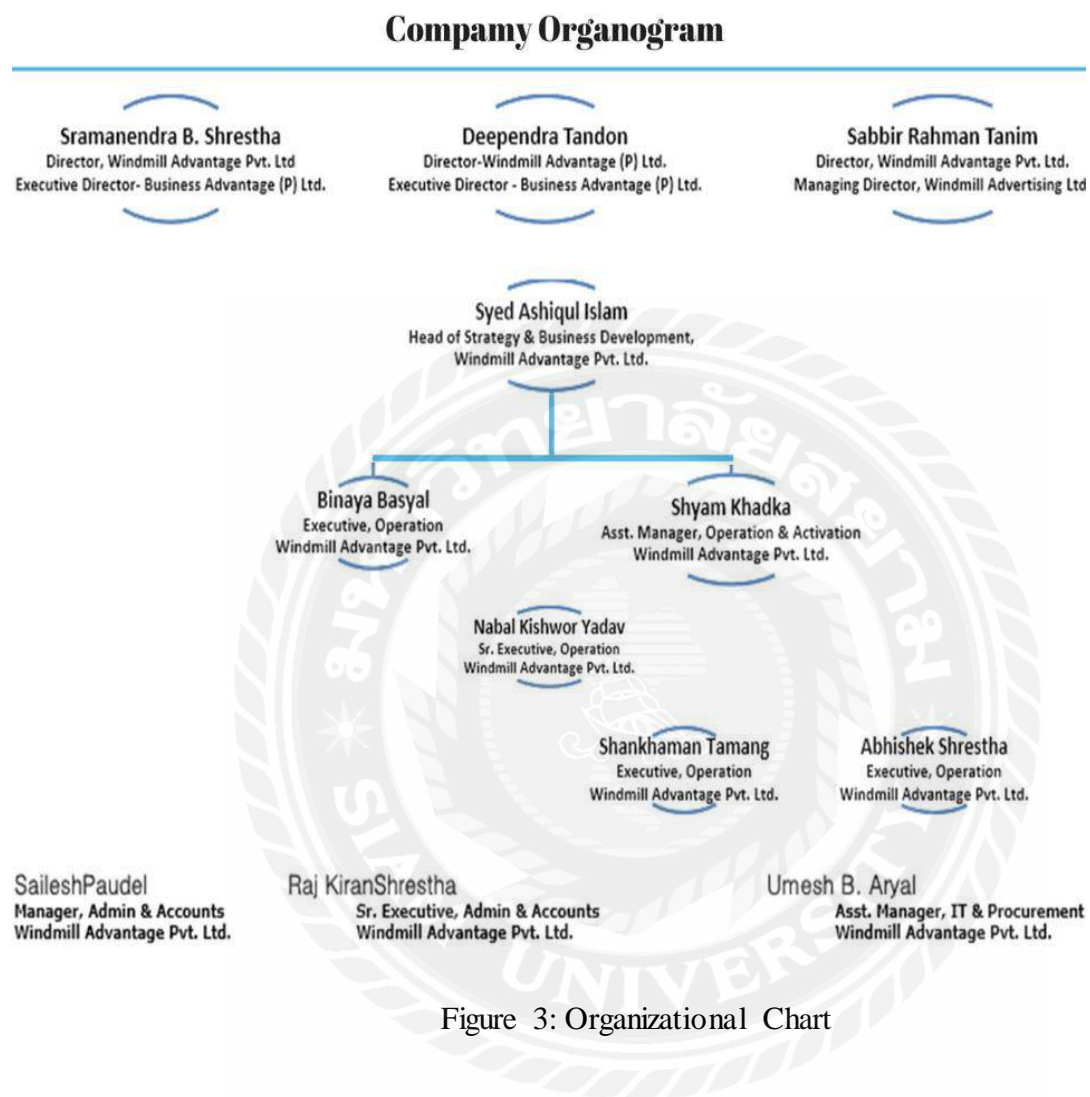


Figure 3: Organizational Chart

1.3 Statement of the Report

I have completed my internship in Windmill Advantage Private limited and this report states the experience and exposure that I have got from this internship. The problems that I faced while doing my internship in this company was that the company lack skillful employees, though everyone were experienced in their own fields and department; they lacked knowledge and were quite unaware about the current updates of the market. Since the age demographic of the employees of the company is early 30s to late 40s which results to lack of keeping updates of the current trends and be updated about the young generation which is a huge drawback for the company which carries out BTL and TTL activities, which is all about bringing up new and creative ideas in the ground to attract the target consumers. What another drawback I found in this company was in the working environment of the company, the employees are given much freedom on their work which results in delay of completion of work. This leads to halt in the work as the work should be flown from department to department in this company. Nepal being a developing country lacks huge number of skilled human resources, techs and developments and as being a BTL agency company we had to develop plans and campaign targeting the young generations and due to unavailable skilled manpower and techs we have to avoid developing high tech activations campaign which would be quite difficult to be performed in Nepal.

If any intern is trying to work for this company then it is a great platform where you can apply your theoretical knowledge into the practical field and also you get to learn things from the experience employees from the organizations.

1.4 Objectives of the Study

The main objective of this specific study is to develop my experiences in professional field of marketing and advertising, and also reckon my strength and weakness as an individual and a professional as well and also make an effort to convert my weakness to my strength, along with fulfilling the goals and objectives of the company.

The Specific objectives are:

1. To study about the present and effective use of the marketing communication by the organization
2. To make myself involve in every possible activity and explore myself while learning and gaining experience from the internship
3. To get updated with the ongoing trend of marketing and advertising in the market
4. To enhance my knowledge and imply my theoretical knowledge into practical working style
5. To study the marketing practices of the organization

I also want to develop myself and improve my business skills in communication, technology, teamwork and gain some market exposure. This internship also helped me develop my Public relations as I got the chance to get engaged with many corporate professionals. I got to apply my business concepts and theories to real world decision making and make a proper decision. I got to observe and participate in business operation management and in decision making process

which assisted the business operation team. We can also experience the outer market and know how the real market scenario works and also get to know the working ethics.

1.5 Expected Outcomes

As I have done internship in a BTL ad agency, I got to experience more on one to one personalized close marketing with the consumer and know about the related industry.

1. I was able to understand the communication channels of the organization.
2. I developed the ability to collect, process, and analyze consumer data, revise it and make informed marketing decision.
3. I am able to make myself updated from the current marketing and advertising trend in the market.
4. I was able to understand the effective use of marketing communication channels used by the organization
5. I acquired the knowledge to identify and respond to clients' advertising and marketing communication objective according to their given outline and develop a proper marketing plan and BTL activation.
6. It also helped me to improve my professionalism to complete my work in ethical and timely manner.
7. I also developed my idea to design a proper event execution plan as I have developed an Expo execution plan.
8. I also developed my Microsoft office skills in PowerPoint presentation, Excel and Word, on how to make full utilization of it.
9. I also got the opportunity to meet professional's role models who can provide me guidance, feedback and support and also expand my network with business professionals.

1.6 Limitations of the Study

We all strive hard to achieve the best for the company and ourselves as well, but there is no denying of the fact that there always some aspect that limits us to be the best version of anything. So some of the limitations of this particular study were:

1. As I was new for this organization and inexperienced in the advertisement background agency, I lacked knowledge on how the company would run on daily basis and the working ethics of the company.
2. I was unaware about many terms that were being used in the organizations by my seniors and other staff members.
3. The age gap was also another barrier which came into the role, as all of my seniors and colleague was matured and aged than me.

There was also a time constraint for doing some research work during my internship periods and there were many plans and project approaching near and all of them were only experienced

theoretically but not practically. Executions of many projects are to be held after my internship period was over, due to which I will not be able to experience the execution of the events practically.



Chapter 2: Literature reviews

2.1 Main theory and concept applied alongside with the given job descriptions

2.1.1 Concept of line marketing

Line marketing is the set of promotional activities that are carried out by the organization utilizing different platforms and promotional tools available for the communication. Under line marketing there appears three marketing parts and they are above the line marketing, below the line marketing and through the line marketing.



Figure 1: The line marketing

Through the line marketing cuts off below the line and above the line into two parts and it includes and incorporates both the activities of above the line and below the line marketing.

2.1.1.1 Concept of above the line marketing strategy

Above the line promotion is used widely by all the brands almost in every places as it covers most of the areas and hits the consumers but it is not quite sure if it is brands target consumer or not. Looking at today's market scenario, brands and marketing are like two sides of a coin and for one to survive another must exist. If there is a brand in the market and the brand is not marketing itself to its consumer then the brand might not successfully survive in the market. If a brand wants to get exposed in the market properly, they need to perform some kinds of promotional activity. Every brand might not have potential to carry out promotional activities by themselves and for those; there is agency that does marketing on behalf of them. All a brand needs to do is share their idea and brief and invest their money. Procter and gamble, which is one of the world's greatest advertising clients, was charged for ATL's media in the 1960s. So the term ATL is involved somewhat in this aspect and was generated or originated from bookkeeping. The amount of commission made by various advertising agents was massive via booking the media clients to the point where the production expenses and the innovative and

creative process expenses were free that were above the line, and the other expenses that occurred or they paid were subsequently BTL or below the line. This specific practice evolved the marketing scenario where the clients are never charged in the media with the same way as before. ATL as known as above the line method is basically integrated with another term i.e. mass communication. Nevertheless, the term mass communication has widely regenerated and evolved as the media industries have evolved accordingly.

Our ATL promotion activities are carried out by our collaborated company that is Business Advantage Private Limited and the main things that separates the two company is the office layouts as these two organizations has different office building and floors and also the shop floor activities carried out is done by the BTL company that is Windmill Advantage.

2.1.1.2 Concept of below the line marketing strategy

Looking at other hand, there is below the line promotion concept is more about targeting the specific target audience for a shorter period of time and is implemented mostly on the ground. With increasing competition in the market and extensive advertising industry, organizations are finding more convenient ways to reach their target consumers and increase their consumer base. Industries are trying to achieve correspondence objective according to the spending plan they have planned and for this they are finding more reasonable and savvy ways to deal with the potential target market. This approach has created a specific change from the traditional way of advertising and promoting activities. BTL strategies differentiates itself from ATL strategies by utilizing more of less conventional and less traditional channels such as direct mail, tele- calling etc., to advertise and promote its product and services and for this the expenses occurred is settled upon and charged upfront. Below the line promoting typically centers around direct techniques for correspondence, most normally consistent postal mail and email, utilizing profoundly focused on arrangements of names to boost reaction rates. It's been more than 7years that Windmill advantage has been doing BTL activities and has been handling different national and multinational brands and implementing activations and campaign in the ground. I have learnt about ATL and BTL promotions from our theory subject such as integrated marketing channel and brand management. This subject has only taught me about ATL and BTL promotion activities thoroughly but I learnt about is in deep from this internship.

2.1.1.3 Concept of through the line marketing strategy

Now talking about TTL advertising, it is basically the proper mixture or blend of both ATL and BTL strategies. This approach is also practiced by our company Windmill Advantage (p) Limited.

The main focus in this is to evaluate all the aspect of the overall perspective of the market and really communicate with their targeted customers both inside and out in a parallel way. Brand recall and brand perception is maintained in a better way as both the strategies of ATL and BTL methods is incorporated, and TTL works best for it.

TTL method is usually adapted by companies or organizations that are financially well stabled and can afford to implement all sorts of marketing and promotional campaigns effectively and efficiently.

Executing TTL exercises

- 360-degree marketing: Using both ATL and BTL marketing – for example. A leaflet about a promotion of the product inserted inside the daily new paper and displaying toll free number in TV commercials which would direct the call of viewer directly to the organization.
- Digitalize marketing: Online banners and clicks, web-based social networking posts, blog articles.

When it comes to marketing, there is no estimate fits for all strategies and approaches. Some company genuinely might require only ATL strategies and some other might be solely in need of BTL methods as well. Everything relies upon how well advertisers read the market and whether there is a fit between the customer and the communication. (ATL,BTL & TTL advertisement)

2.1.2 Current application of these advertising tools in today's market

In the current marketing and advertising scenario, clients and various industries and organizations has changed their approach to an incorporated communication approach. Below the line or BTL applies the traditional “touch and fell” application where it's clients or buyers purchases the items and products based on easily accessible quick information or data rather than that of previously evaluated or investigated things. However, this approach guarantees parallel information flow of the main features of the item and also the legit review of the brand. Same way, companies that adapt BTL approaches different locality and does experiential marketing so that consumers can feel and touch the product by themselves and give the needed feedback to the company itself so that necessary actions can be made.

When we talk about mass target market then ATL comes into play and company should go for ATL marketing to promote their market where as BTL is more specific and are targeted at people as their necessities. The brand identity could be set up by above the line promotion whereas below the line promotion can prompt a sale. There are many campaigns conducted by Windmill Advantage such as for the brands like Bajaj, Ncell where consumers could touch and feel the product and pre- book or make a prompt sale by BPs.

Above the line promotions are difficult to evaluate practically, while BTL promotions are comparatively measurable. According to E-Business Suite Worldwide, standard convey promotions is reasonably being viewed as uneconomical while looking at the return on investment and this is where BTL probably fits in (Slideshare).

Below the line marketing does an immediate contact the targeted customer and it can speak the relative and relevant topic with its brand. As our association is a BTL agency and me as an intern in client service department needed to recognize what our client's objective was and what result does it need. Brand is a key term that speaks with the intended interest group and brand is the thing that purchaser encounters in their day by day life so a brands item should be solid keeping in mind the end goal to make a brand solid.

BTL tries to acquire and get close to an individual market instead of wide range of customers like above the line promotion does with the help of business commercials in TV programs and newspaper. BTL promotions can also be done by incorporating it with the in store deal which would help to bring out and give proper features of the products or services. Similarly, it is easier to accumulate the conversion rates of BTL, as we get prompt feedback instantly but whereas in ATL the conversion seems very difficult to be accumulated and also feedbacks in ATL are frequently unreliable. (investopedia)

It is easier to track the conversion rates while going BTL, our agency hires BPs to promote the brands and conduct experiential marketing for different client's product. While doing these, BPs can get feedback instantly and know how the consumers have perceived the brand at that moment and note it down as a feedback. As I wanted to get involved in every activity possible I also used to get engaged with the people of Business Advantage which is an ATL marketing company and try to acquire some knowledge from it.

According to the job description provided to me, there are many clients who want to advertise their products and services through below the line marketing and want to get in touch with their consumers closely. Brands with niche market and limited budget want to imply below the line marketing as the marketing is more accurate. There is no exact thing that matches with everything, so we can never tell that ATL for an organization is enough and BTL is only enough. There are many points where it needs to be backed up with ATL while doing BTL and vice versa. In context of Nepal and in my view, BTL does makes more sense as more than half of the population does live in rural areas and half of the market lies there. Rural areas are mostly untapped by ATL promotions and for reaching rural areas and getting in touch with the target consumer BTL seems more relevant.

Above the Line marketing that is done by another company that is Business Advantage uses more of a regular medium that is television, radio and print as well as internet. This communication is basically targeted to wider spread of audience rather than targeting individuals and also the conversions is quite difficult to be calculated. Below the Line marketing is more of a one to one marketing which is done by our company i.e. Windmill Advantage and we use more of distribution of pamphlets, handbills, stickers, promotions, leaflets put at the point of sales, on the streets through banners, streamer and bulletins. We also do product samplings, demos and trails in places such as malls, junction points, market places and residential areas. Nepal, being a developing country and most of the population is in rural area, it has huge consumers in rural area and for those areas below the line advertising is a perfect match for a business. Numerous individuals are still distant from appropriate Television line associations and there is a constrained print, for those country places BTL advertising does bodes well. At the point when a brand has spending issue and brands needs to get associated with their potential target purchaser, BTL can give great rate of profitability.

To mention other examples of BTL, it could be moving hoardings with the content of the promotion are advertisement of the given product or service in a very creative manner, road display, along with this the employees and staffs can also be involved in showcasing their products or service via flow of the information to their audience or targeted customers. There are many BTL campaigns that we have done for our clients such as Bajaj, Ncell, Huawei, Unilever and many more where we have accomplished roadshows, moving hoardings etc. for the brands

and have been very effective. BTL is a favorable tool when market testing of a product is required, sampling and furthermore sampling it to the targeted audience. Especially, when the target group is niche and market is small, BTL marketing can play a significant role and can be effective. BTL is preferred on a few events however the foremost would be the point at which you need an individual relationship or interaction with the customer. (Linkedin/difference between above line and below marketing)

Doing on more research and gathering information, I also got to know that below the Line advertising: BTL exercises are more engaging with the consumer and they are coordinated towards particular segments of customers. It must be stated that BTL method is very much specific about how to cater their specific demographics of their targeted customers. The communication is very tailored and customized, and their ultimate goal is to pick up conversions.

It's all hard work and effort for a shorter period of time in case of BTL, but the aftereffects of this short campaign can provide huge impact on the stats of a company, financially and internal development as well and the follow up is also quite effortless considering the profit earned through it. This can be expected from BTL because it really captures the need of a niche market and caters accordingly considering their demographics and psychographics factor.

Implementing BTL activities to promote brands product to the target consumer are given below:

2.1.2.1 Direct marketing

SMS, messages, online networking posts, leaflets are some tools that are used under direct marketing tool. This helps the agency to maintain the consumer base data and also maintain relationship with the audience. This also helps an organization to send relevant message to their relevant target consumer. Discussing directly with your customers gives you a chance to alter your message with each beneficiary and give them just information that will be relevant to them. For our BTL event, Liril Fresh Face '18, we confirmed our call for participations through a phone call to every past participants and those who have shown interest to take part in the event. This made us easy to verify the number of participants that would show up in the event and also helped us to maintain customer database. This makes your communication significantly more focused on and verified.

2.1.2.2 Internet promoting-

Internet is being most used platform these days and is being the most common and inexpensive platform for brands to promote their products to their target customers. As we all know there has been increment in digital industries, brands are being aware to use these platforms to communicate their message to their target consumers. I have studied in digital marketing course, how to properly use these medias to reach to the target consumer. I got a chance to learn different terms in this course and also developed the idea of building a website through a website named Wix.com. Nowadays, due to aggressive branding and increasing number of brands in the market national and Multi-national brands have begun to realize to get in touch with their audience personally and for that they are adapting to BTL promotions. People these days have transformed from traditional promotional tools such as TV's, magazines, paper ads to digital media such as twitter, Facebook, YouTube, Instagram etc. and so have brands realized that and has adapted to digital promotions as well. People get information promptly from Facebook rather

than from TV channels, they get aware of the news from social media rather than from TVs and newspapers.

Internet promotion has been so much main stream that many organizations don't even know if they should consider this as a BTL strategy anymore. Internet advertising itself is divided into two sorts:

- i. **Social media promoting** – Social media promotion is promoting through online platform or through a web based system channels such as Facebook, twitter, Linked In, Google, YouTube, Instagram etc. These could be a great platform that the clients could communicate with its target consumer. The products with information and promotion could be promoted and make announcement about any special offer. Similarly, Linked In is more of a professional B2B marketing platform and during start of my internship period; I also did some research in LinkedIn so that I could explore any opportunity in well-known business house. Thusly, internet promotion is by a wide edge the most typically used techniques of below the line marketing.
- ii. **Email advertising** – Email marketing sends related message and promotion to relevant target audience. Email marketing is somewhat related to push marketing as we would send promotional offers and advertising message directly to the user. Windmill Advantage also uses email to connect with its clients, potential vendors and other individuals. Various associations are exploiting a database through email publicizing. Various sites and accomplice areas are likewise using Email advancement to offer things.

Google and IOS apps are one of the main tools for web advertising and one of the other main internet promotion tools can be viral or buzz marketing. Internet has been a world where almost anything is possible which very much suited platform for BTL promotional strategies. Windmill advantage has support of Digital advantage which is also a part of Advantage group to help the company with digital related advertising and promotion. If any of our clients wants to go digital too or there is a need of digital promotion, then we consult Digital Advantage for internet promotion. Recently, there was a BTL campaign request for Huawei, for the product launch of Huawei Nova 3e and for experiential marketing that need to be done to engage and make consumer experience. So, I was assigned to make BTL activation campaign plan for Huawei and also consult digital marketing group so that we can incorporate both online and offline promotion together, therefore I had to consult and discuss with the digital team about the campaign that was going to be carried out.

2.1.2.3 Sponsorship

Events incorporates a wide range of on – ground activation (shopping centers, private areas, schools/universities, booths) on different touch points, product promotion events, sponsored events, roads show and so on are more effective in context of Nepal. People do get attracted from these events and this could be a good platform to promote a brand. More often, on – ground events function it works well for tangible products since it satisfies the Nepali shoppers' as they do prefer "Touch, Feel and Experience" of a product before they buy it. Windmill has conducted different events that would engaged the customers from different engaging activities and also make them experience the products.



Figure 2: Roadshow for Bajaj Discover motorbike

This was the activation done by Windmill Advantage for Bajaj Discover motor bike and the road show was held in different parts of Nepal engaging and interacting with the customers.

Events and competition are the major BTL activities that our company does and some of the examples of those events are “Liril Fresh Face”, “Asian Weightlifting Championships”, “Ncell Lok Dhorī”, “Bajaj” and many more. These events are managed by the company such as managing from sponsors, venue, vendors and volunteers.



Figure 3: Asian Weightlifting Championship Event

One of the great events that were organized by Windmill Advantage was “Asian Weightlifting Championship” which was held in 2017 in Kathmandu.

2.1.2.4 Outdoor commercials

Outdoor commercial is most widely used promotional tool used and also it is considered very important promotional tool in the BTL strategy. Outdoor commercials has adapted in enhanced techs and developments and has become more advanced and innovation which includes huge displays screens and pixel screens in public areas such as malls, junction, parks, restaurants and other places. There are also moving hoarding boards that are attached to the vehicle and makes a tour around the city or assigned area. This promotional idea helps to reach wide area and wider range of audience as it grabs the attentions of the audience. This also helps in brand awareness of the product and services. Just by taking a look at the promotion in a restaurant, or while driving out and about, or while sitting in the recreation center, the customer starts to recalls the promotion when he is making a buy, along thereby giving the ROI and in addition the brand value to the brand which is advertising through outdoor advertising. Though, computing ROI by means of outdoor ads is exceptionally difficult.

2.1.2.5 Pamphlets, leaflets, paper inserts

There are huge numbers of paper materials that we can use while going BTL and so our agency has used many materials such as cards, flyers, handouts, flags, pamphlets, paper inserts, and many more. We have even placed many kiosks in high footfall areas such as restaurants, malls, colleges, junction's points and market places to distribute leaflets about the products and its offer. We have also activated mobile hoarding boards such as cycle hoarding boards, rickshaw, tempo, and other means of transportations and even human billboards that circles in the assigned area with jingles to grab the attention of the consumers. There are many clients, where we have done paper ads and billboards assigning by hiring BPs and marketers.



Figure 4: Ncell Human Billboard

So, this human billboard promotion was done for Ncell and these human billboards were assigned to roam in market places, junction points to grab customer attentions and interact with them and inform them about the promotion offers provided by the telecom company.

There are many lists that come up while you talk about the BTL activations and it keeps coming up as you go on being creative about how you present your ideas to the target audiences that would be implemented and be polished. Below the line promotion is advancing consistently fast and while talking about Nepal, agencies are still following traditional ways of promotions due to lack of technologies and skilled man power. Recently, I was given task to prepare a BTL activation campaign plan for Huawei and so did I develop a plan. Later, I realized after doing certain research in the field itself there are no such technologies and skilled manpower to develop such program or device as I have planned so I had to drop the idea from the list. Still, in Nepal there is culture of promotion giving hand pamphlets and simple way of doing BTL promotions.



Figure 5: Liril Fresh Face poster

The above poster is from 'Liril Fresh Face '18', for the promotion of the final episode of the competition. This is a regular annual event that Windmill Advantage organizes for Unilever Nepal.



Figure 6: Poster for Fanta Miss Nepal 2013

This was nationwide based college and mall activation focusing the ladies for Fanta Miss Nepal 2013 and sharing the fun moments with TG with promoting the campaign “Dherai Fanta, Dherai Masti”.

2.1.3 Importance of improvisation of your BTL activation

With competition growing furiously and next to no separation in products being the story across business, it is essential for a brand to not simply make awareness about the product, but rather, build a context and stand out ahead of other brands. BTL activities provides brand a stage that helps a brand to forward as far as brand building and enables a brand to "tangible" not only your product/service but rather the brand itself for your consumers .

BTL activities have 2 clear advantages for brands through the industries and categories:

i. Customization:

A brand can always modify its communication by their target group, culture and place they are promoting their products and as well as considering on an individual level too. By the means of communications such as e-mails, pamphlets, hoarding boards, direct mails, what you need to communicate with your consumers could be particular. We can look at many examples around as, such as Coca-Cola’s brand name, when Coca-Cola first marketed in China, it was sometimes translated as “Bite the Wax Tadpole” and also Mercedes Benz entered into Chinese market with the brand name “Bensi” which means “rush to die” while translating in Chinese. So, there are different reasons why you need to customize you BTL activations according to the target group your brand is dealing with and the place it is promoting the product.

ii. Deep Impact:

To stand out and be on a competitive edge from all the competitors in the market, it is necessary for a brand to go beyond the strategies of your company and engage with the consumers well. BTL can possibly give your target group of consumer more of a “Touch and Feel experience” of your product out of which a brand can make a great conversion and build a good relationship with your target consumers. It creates a deep impact in consumers mind while you are promotion you product on the ground rather than off the ground. Consumers do remember events and interactions that occurred to them and those events that they have experienced in the past. Recently, there was an event in Nepal where a famous international artist from India was sponsored by Royal Challenge Whiskey to perform in Nepal during the launch of the whiskey. Those who attended the concert recall the event by the brand name that hosted the event that is “Royal Challenge”. Royal Challenge is also one of our client, they wanted to activate BTL activities to enter in to the market and promote the product to their consumers. As being a liquor brand that needs to be consumed, target audience need to have that “touch and feel” impact so that they could taste the product before they purchase the product. It is difficult for brands to make their target consumer switch from brand products until and unless customer themselves have a taste of the product which they usually don’t do and in the case of a liquor brand consumers hardly tend to switch to other brands. So, we planned to give the touch and feel approach to our target consumers by providing them free sampling in the market first and getting feedbacks from them. This would make consumers taste the product as well as, get feedback from them as well.

Below the line promoting techniques have picked up significance in the market given their one of a kind and individual approaches to accomplish cut – through, in the generally immersed advertising environment. Today, BTL advertising makes for an integral part of the thought set comfortable media technique stage (Umdaservices). Everything now is being digitalized and even BTL activities are being digitalized. If we look upon the activities done by Coca- Cola then most of the activities done by them are digitalize and also audiences are appreciating it. Whenever, it comes to our agency and when any clients want to do BTL activations, and then I mainly focused on digital activations on ground. I focused on how can BTL activations can be digitalized on ground so that the activations could get feel of modernization and could be a little bit different from other campaigns running out there in the market.

2.1.4 New Era of BTL activations

One of my specific objectives of this study was to get updated with the current trend and market scenario of the market and as the market is changing and the consumer segments are changing, we need to change the working style accordingly and for that we need to be updated with the advancement and techs. We all know the generation has changed and it’s the new era that is called the generation Z and they are known to be the purchaser powerhouse. Generation Z are the group of people staring from age 22 and younger and it is said that they would represent around 40 percent of the population of all consumers by 2020 which seems to be great deal of increasing users. Now, it’s time for brands and agency to understand from the viewpoint of generation Z to grab their attention while advertising and soon all advertisement would be focused to attract the younger generation. According to the research conducted, it says that there are some key

differences between generation Z and the generation of millennial. Affected by their consciousness of psychological oppression and the great recession, Generation Z is believed to be more interested in social activism and working for their prosperity.

There is another huge difference between generation Z and that is they have complex way to deal with online networking. They show different things on different social media platforms such as they show their aspirational selves on Instagram, they share their real life time moments in Snapchat, they gather news on Twitter and they gather information's from Facebook. Generations Z is undoubtedly attracted by social media platforms and this is where brands could take part in promotions. They are more into social media nowadays and in Nepal they hardly purchase a paper ad to look on the news and current affairs, but all these stuffs are done from online a platform that is why every agency should focus on digital platforms to get attentions from these groups of target audiences.

The brands that does not adapt to the marketing scenario where the generation Z does not understand and give attention towards the advertisement then the brands chances are high to lose their consumers. Brands likewise may be misinterpreted if their messages don't speak with Gen-Z's in the correct way. Organizations' marketing messages should be clear about what they remain for with the goal that their brands are not interpreted as uninvolved in or contradicted to social cause important to Gen-Z's.

2.1.5 Connecting with Generation Z

There is no doubt that generation Z is able to reach and brands can get their attention via the means of social networking platforms. Brands should tailor and adjust to the way generation Z perceives the messages or else brands might fail and will lose market. The marketing messages should be modifies in every social media platforms while keeping the general messages the same over the internet. Advertising agency should know where and which media platform is relevant to which brand message and accordingly use social media platforms to promote their product and services. There is very limited time for a brand to capture or grab the attention of the Gen Z eye. Similarly, few seconds' ads are getting popular in most of the world and they are being promoted in Snapchats, Instagrams and Facebook pop ads. So, for getting close to Generation Z, brands should be direct with their messages. Same way, Nepal is changing its market slowly and people are going digital in every marketing sector. Posting on YouTube's, Instagrams page stories, Snapchats stories every business is turning into digital marketing. BTL campaigns are also developed in same way; I have also developed BTL activations campaigns considering digital promotions on and off the ground for brands.

This was the research I did for completion of the project that was given to me i.e. "Money Mela" which is an expo related to financial institution, investing company and emerging entrepreneurs and the services they would provide exclusively on that expo.

2.1.6 Money Expo Scope in Nepal for "Money Mela" Expo

Nepal has huge number of untouched sectors and has abundant open doors for investments, may it be hydroelectricity, tourism and services these areas are still needed to be polished and developed. These are the three main sectors for financial investors who are willing to make investment during recent times. Not only these sectors but different other sectors such as development of the highways, dams, railways, streets, share markets, monorails, air terminal,

junctions street, bonds, steel and many more, these all sectors are open for investors to invest as these mega project requires mega extensive measure of capital investment and expected return on investment is high and for long term. Similarly, there are many opportunities in Nepal still lacking behind from the reach of the people and is still need to be discovered. Money Mela is also a concept that was developed according to it and we wanted to provide a platform to financial institutes to provide their best possible offer to their targeted consumers and invest their money on them. People in Nepal mostly keep their financial property inside their drawer but instead of safekeeping it they can invest it on different sectors. People are unaware that they should invest on different sectors as it would also be beneficial to themselves as well as the country. After doing some research work and gathering information, I was able to gather this information which would help our sponsor understand why money expo is important and how our money expo can stand out and have competitive edge from other expos in Nepal. These given below data's is of Nepal and this gives us brief why money expo would be beneficiary for people of Nepal as well for financial sectors of Nepal as well.

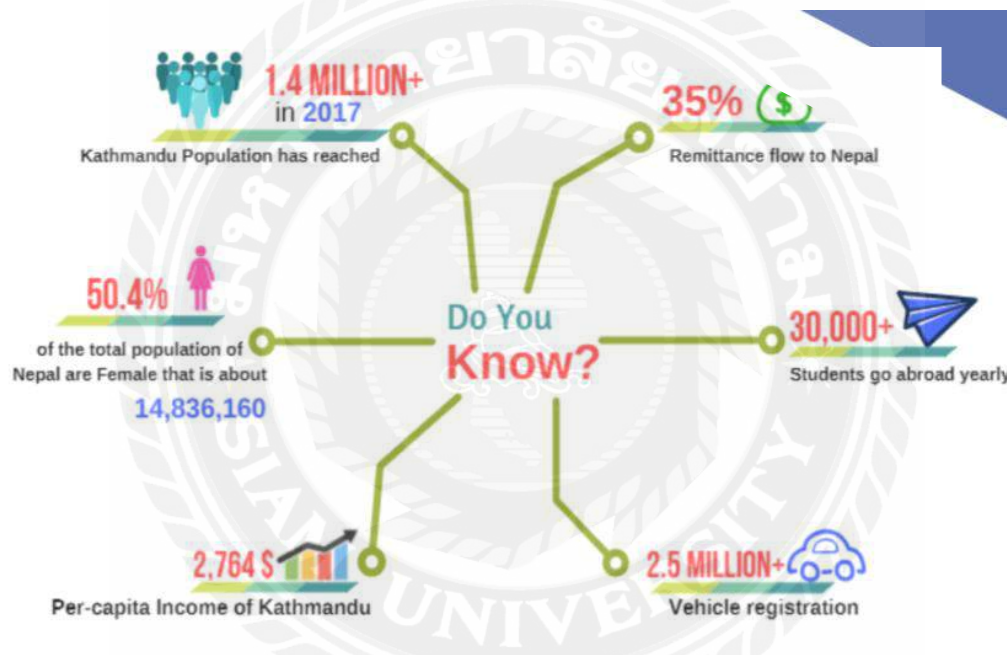


Figure 7: Data of related to Money Mela

This was the data collected by me from some research work done via internet and these are some current figures of some related topics to “Money Mela” which was to be presented to our potential partners to communicate with them about why “Money Mela” was important and why they should take part in this expo. As I have studied in our course marketing research, I was able to utilize my practical knowledge to collect data and information related to Money expo and plans a proper execution.

The third Money Expo was held at the end of October. Aarthik Abhiyan Daily and Jamb Technologies mutually composed 'Money Expo 2013' at Bhrikutimandap in Kathmandu from 31st October to 2nd November. The expo was started in 2011 and is billed as the biggest finance and investment event in the nation, as indicated by coordinators. There was an excess of 100 Stalls from various divisions including banks and financial institution, stock trade, commodities

exchange, insurance agencies and many more. The expo did encourage talks on stock exchanges, investment on infrastructures, collective venture, private social mutual understanding, products, and micro finance companies. Numerous talks were completed to put settlement of remittance in productive sector but the action is yet to be taken. The private area is additionally requesting for venture centered speculation. There is an interest for a loose approach on infrastructural advancement, modern improvement, and to pull in remote interest in business and money related markets. This is a great initiation that has been taken, and awareness will create national stability, which will help monetary development and stability too, they have come up with initiatives to address issues that is being faced by the financial and economic sectors in Nepal. Other attraction of this money expo was lectures, workshops, financial specialist and successful financial investor's appearances. This expo also incorporated engaging activities such as quiz contest, art exhibition, currency national and international, and investment movie presentation (Moneyexpo).

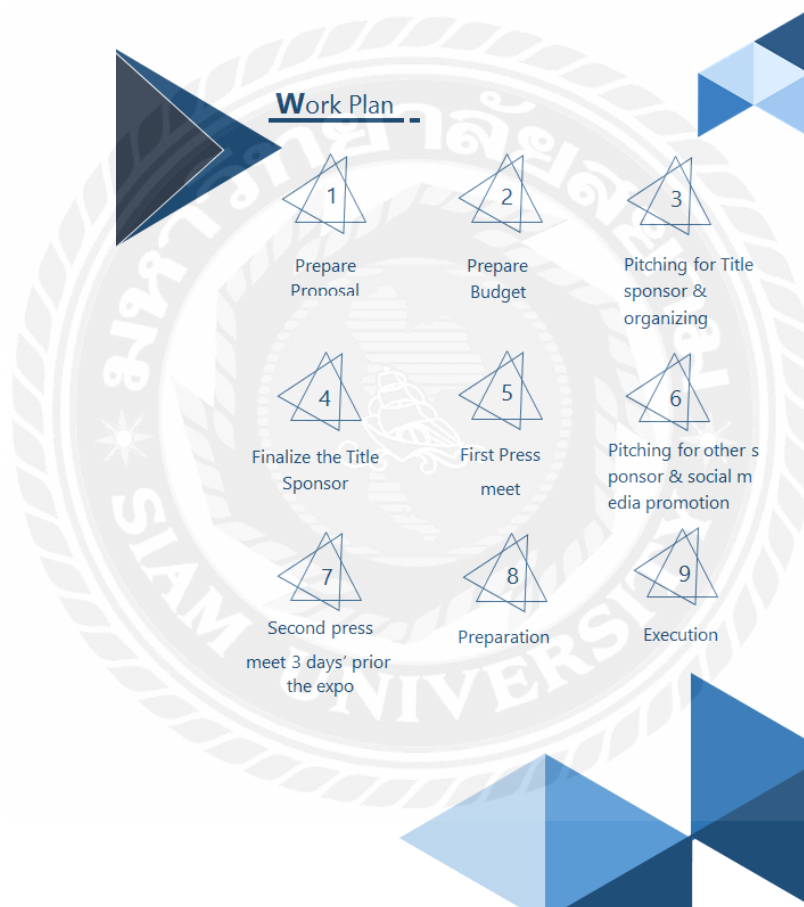


Figure 8: Work Plan for “Money Mela”

This is the work plan that I developed for our Money Mela expo and this work plan was created from the knowledge gathered from my course “Marketing Planning” which I have studied during my undergraduate study. Every course that I have studied during my undergraduate program in KCM and Siam where handy and helped me to accomplish this project plan in assigned time.

After going through different news and research work I came to know that there have already been such expos where different financial institutions are brought together under same ground to provide product and services to the targeted consumers. So, looking further I decided to work on

the USP and what else can be done so that our expo could be different from other expos that have already taken place. We decided to work on with USP that our expo would provide our consumers and which would give our partners a special platform to showcase their products and services.



Chapter 3: Methodology

3.1 Roles and responsibilities assigned by company

During my internship period, I was assigned in Client Service department and support the internal team in the day to day running of each account and take responsibility for ensuring all necessary administrative procedures are adhered to.

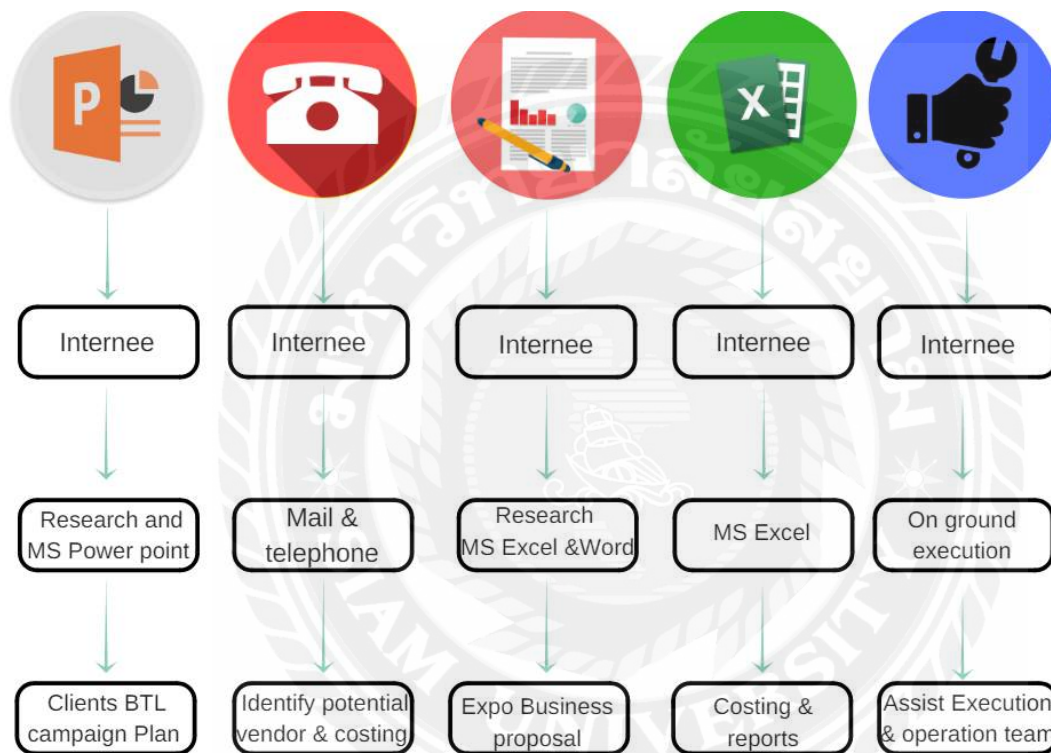


Figure 1: Jobs and responsibility

Some of the responsibility that I had to look after during my internship period is given below.

1. Develop working knowledge of Below the Line marketing and the industry
2. Oversee the ongoing campaigns, grasp knowledge and work with various internal groups to execute process by helping the team by providing related knowledge and ideas.
3. When campaign back-up is required, assist with campaign deliverables, asset routing and other related deliverables to execute email campaigns
4. To maintain the assigned project files up to date
5. Research and provide industry news, new RFP and best practices to internal teams
6. To liaise with external suppliers in order to obtain costs and timings to support client campaigns.
7. Perform campaign and deliverable reporting as required

8. Prepare deliverables – typically in Microsoft Power Point, Excel or Word – leading up to client meeting
9. Work closely with operation department to manage work process including timelines, work orders, client presentation creation etc.
10. To provide support to anyone within the operation & execution team
11. Prepare questionnaires required for market survey
12. Identify potential vendor partners and bring them in for capabilities
13. Manage status reports and meetings for greater team

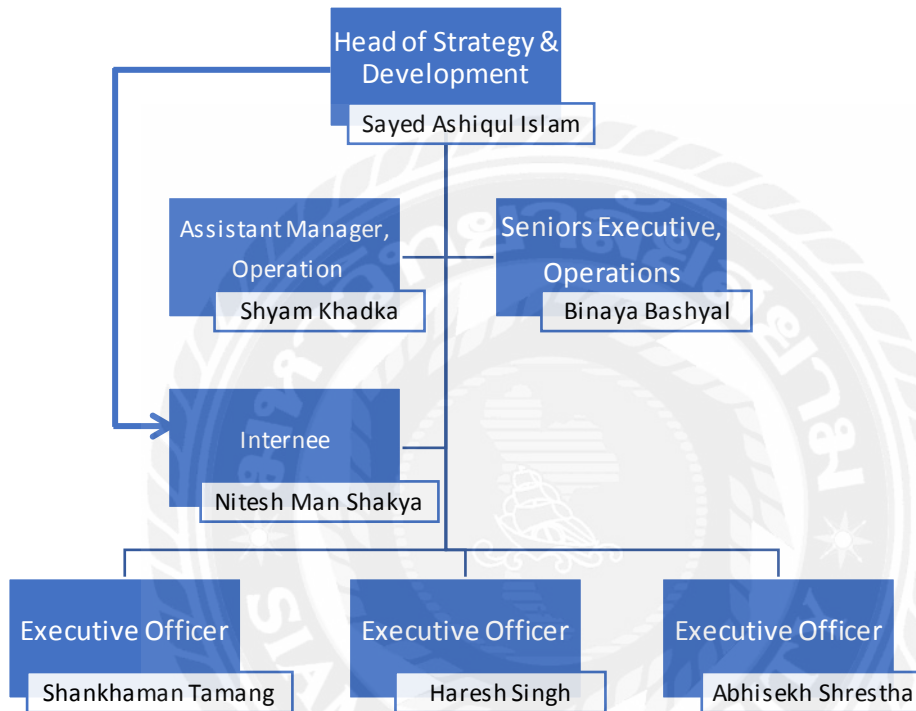


Figure 2: Micro Organization Structure

I

was assigned in Client Service department where I was medium between the top level management and the executive officers. Our clients such as other organizations brands used to send us brief for BTL marketing and the information used to come from the upper level that is either from Assistant Managers or Directly from Head of Strategy and development and I used to prepare plans and presentation for BTL marketing as per the given briefs given from my seniors. I would take help from executive officers to collect necessary data's and information and assemble it to make it a proper presentation guided by my seniors. My works are directly reported to my job supervisor. I was also responsible to make contacts to my clients for the update of the project/ events that we had planned. I was also involved in collecting costing information from different vendors by calling them, or searching through internets or from any other available source. I took help from executive officers to make a proper plan for execution and also consulted my seniors for ideas and information.

3.2 Project details

Working as an intern in the organization I was given with some daily routine works and also with some special task assigned which was solely handled by me. Daily tasks were to oversee the ongoing campaigns; activations being conducted by the brands worldwide and how the brands are taking part in sponsorship program. I was also assigned to develop a plan for a Money expo where we will bring all the services provided by banks and other financial institutes under same ground and provide personalized and customized service according to the target audience. So, with the help and guidance of my supervisor I developed the plan with the title “Money Mela” where Mela means Expo or exhibition in Nepali. I made a draft of ground plan presentation about “Money Mela” and also made a business proposal for Money Mela with the guidance of my supervisor which was further presented to our CEO for approval. Money Mela is basically just a concept till now and will be executed in coming time if the plan is appropriate to be executed.

I was also given task to prepare a deliverables presentation for the clients with proper relevant campaign and activations. So, I made a presentation for our clients such as Ncell, Mahindra, Unilever (Liril), Huawei, Carlsberg (Gorkha Brewery) with different related campaigns to be carried out as per the request of our clients.

1. Money Mela

Money Mela concept is being prepared looking at the current market trend of financial institution & banks, needs and importance for management of money for the people. Basically in this Expo, our organization would approach various financial institutes to come up with various packed exclusive deals in which they could provide to their consumer as per day as per their potential consumers. This would be a three-day event/ expo where in each day, the expo would focus or would provide specialized offer to different target groups of consumers. This expo would not only provide financial benefits to the consumers but it would also enhance the financial knowledge of consumers, expand the market for institutions, promote financial institutions products and services practically to the consumers. The expo would also create opportunities for financial institutions to build up relation with other related industry and industry experts. There would be different stalls for financial institutions and we would also bring up different industrial experts for conducting workshops and panel discussions.



Figure 3: Money Mela Business Proposal

2. Ncell

Ncell is a telecom company under Axiata company and has been our client since before and Windmill has conducted many activations for Ncell as well. Another project from our client, Ncell was organizing an education related Expo targeting the students who recently passes out grade 10. Ncell send us briefs that was required for the expo and so did we proposed some activation plans for the expo which was prepared by me with the guidance of my supervisor.

3. Mahindra

Mahindra is a motor brand company having both commercial, passenger segment vehicle and two wheeler segment in Nepal and Windmill advantage approached Mahindra proposing some BTL marketing for the company. The Presentation was prepared to be presented to Mahindra which was prepared by me under the supervision of my supervisor and help of my seniors. So, we proposed some activations for commercial vehicle of Mahindra such as bolero, pickup truck and tractor, which was further presented to the teams of Mahindra.



Figure 4: BTL Presentation for Mahindra

4. Gorkha Brewery

Gorkha brewery is a company having many brands under it and some of them are Carlsberg, Gorkha, San Miguel, Tuborg etc. So, as FIFA World cup is approaching near we tried to approach Carlsberg proposing some World Cup related BTL activations campaign. As Carlsberg and football has a great relation from past and Carlsberg has been doing many events related to football we approached Gorkha Brewery with some activation plans.



Figure 5: PPT for Carlsberg

5. Unilever

Unilever has also been our regular client and Windmill Advantage has been looking after BTL marketing for brands of Unilever such as Liril, Lifebuoy, Sunsilk, clinic plus, pepsodent, Rin washing powder and many more. Recently, our regular campaign Liril Fresh Face and Lifebuoy-school of 5 is going to be regulated for this year and I was assigned to make presentation for Liril Fresh Face '18. Under the supervision of my supervisor we made a presentation for Liril Fresh Face as well.



Figure 6: Presentation for Unilever

6. Huawei

Recently, there was launch of new brand of Huawei Nova 3e or P20 and for that Huawei send us the brief for product promotion and experiential marketing activations. Me and my supervisor together prepared a presentation to be presented to Huawei group for BTL activation for the product promotion campaign.



Figure 7: Presentation for Huawei

Chapter 4: Results and Discussion

4.1 Contribution of students made during internship

As an intern, I was unaware and was not used to the working environment and daily activities carried out in the organizations. After getting adapted to the working environment and having knowledge on the daily activities and projects, I was given with the actual work that was done in the organization. During the initial phase of internship, I was given tasks such as doing research on current trends of activations that brands activated throughout the whole market. I was given assignment to develop a project or a plan for an expo related to money and banks. So, I did some research on the related topic and was able to develop an execution plan for the money expo with the name “Money Mela” with the guidance of my supervisor.

I also developed some activation for different brands such as Mahindra, Ncell, Carlsberg – Gorkha Brewery, Huawei, Unilever- Liril assisted by my seniors. I assisted my seniors with new trending ideas and best possible practices to our internal team that can be used in for our client’s BTL campaign. Furthermore, I did make contacts with the venue managers to book for our client’s BTL campaign and was able to gather costings from different venues. I also contributed my senior staffs by providing information about the costing of particulars that was to be used in the campaigns. I always take feedback from my seniors regarding any task I have done and I make my seniors have a thorough look at the works I have done and make sure that its done correctly. More feedback is always better as long as you can act upon it. So taking feedback I can know where I have been lagging behind and correct my mistakes on time.

Any organizations full time working employees are valuable resources and I have tried to soak up much knowledge from them about the BTL scenario in Nepal. Taking their help and guidance I was able to complete all my given task and assignments on time. Internship can be used as recruiting tool and this is a learning phase for interns to know about the company, their work, employees and their interest and during this period, I have tried to make an impression which would help me get recruited in the organization in the coming future.

4.2 Details of related learning process and new knowledge received

In context of Nepal, there is handful of work you can learn while working in an organization as an intern, as you are given daily basic works to be done. During initial phase, I was also given same basic works but later I was given with company project related works to be done which helped me a lot in my learnings. The friendly and supportive staffs, seniors and supervisor helped me throughout my internship period and tried including me in every possible projects, meetings and assignments. This contributed a lot to enhance in my professional career and help me build up public relation with business professionals.

I am also broadened my knowledge on using Microsoft excel and PowerPoint with guidance of my seniors. I also learnt how to make a BTL activation execution plan for a brand which are our

clients and present it to them with the guidance of my supervisor. During my internship, I got to explore my interested field and got to know if that particular business field is the right business background I can hold on to my career. Internship is a best way to learn how to navigate the working world through real life and hands on experience. One of the very important and valuable skills you get to learn from an internship is the ability to speak with people/professionals in a professional setting. Networking comes under vital aspect in professional life and during this internship I tried to take the most out of it and take advantage of all the opportunities that come with it. I got involved in most of the activities and mingled with other employees to build up my networking.

New knowledge I received from this study is that though ATL or above the line certainly has more power and the organization's targeted clients are wide in range and are difficult to put in a category, the turn over might seem to be weaker than BTL. In the same scenario if the organization's targeted clients are more focused and restricted, below the line is more recommended utilizing to ultimately result in cost efficiency and productivity. Similarly, our agency has many clients such as liquor brands, smartphone brands, consumer brands and many more that wants to get connected to their customers personally. For liquor brands, it is less appropriate to promote in ATL advertisement so they go for BTL promotion as their target consumers first needs to taste before they purchase the product. Only after having the test of the product consumers are bound to purchase those products and share it other possible consumers.

4.2.1 To study about the present and effective use of the marketing communication

Windmill Advantage does not have a huge vertical hierarchy and since having a flat hierarchy unlike other company the communication level of the organization is not that complex but was smooth. There were many tools of marketing communication that the company applied while conducting BTL activation and campaigns for their clients. There were project campaigns that the company had to go through and execute and during these they had utilized many marketing channels such as Digital platforms, mails, telephones, prints, brochure, pamphlets, engaging and interactive marketing etc. these all differ according to the target consumers the client is targeting.

4.2.2 To make myself involve in every possible activity and explore myself while learning and gaining experience from the internship

I tried to make my involvement in every possible activity, be it during the office hour or after the office hour. I made some involvement after the office hours too such as while packing the gift packs for Pepsodent for the "World Oral Health Day". Being involved in activities I tried to learn different aspects that could be useful in future. Whenever, in my free time I used to roam here and there to gain some knowledge I could from other employee's assignments. I tried to attend different meetings that the company had with their clients.

4.2.3 To get updated with the ongoing trend of marketing and advertising in the market

My everyday job was to keep myself updated with current and ongoing market trends followed by different brands around the world. I used to observe different activations campaign conducted by different agencies for the brands and tried to apply those relevant marketing ideas while preparing deliverable presentation for our clients. Every day I would look upon different YouTube videos that different brands launched for their BTL activation campaigns around the world. I was also responsible to share those ideas with the internal team members and apply those ideas while preparing activations campaign presentation for our clients.

4.2.4 To enhance my knowledge and imply my theoretical knowledge into practical working style

This internship opportunity was a great platform for me to imply my theoretical knowledge that I have been learning throughout my undergraduate program to my practical practice. This internship program is a learning phase for me, where I can try to learn many things from my seniors and other staff members and experiment to apply my theoretical knowledge on the ground. I found this internship program a very useful and a great opportunity to apply my related theory knowledge into the practical working style.

4.2.5 To study about the marketing practice of the company

This Cooperative program gave me chance to learn about the marketing practice of the company. They all have some working ethics and policies that the company works and follow accordingly. The company tries to provide their clients with possible relevant marketing strategies that would be applicable to the brands.

Chapter 5: Conclusions

5.1 Self-assessments as future professionals

Through this internship experience I can definitely say that it will come very much come in use in my future professional endeavors. I have learnt to overcome my fear of working in an alien environment and doing things without actually relying on anyone. I also noticed and took note about my weakness such as being punctual and discipline in my works, and now I am a better person regarding this aspect as I have gradually improved myself. Other weakness that I noticed about myself was that I was weak in organizing time to my works and that aspect also has definitely improved. I have learnt that focusing on your weakness and approving them as your weakness can actually help you to transform them into you strength as well. Not only my weaknesses but I also got to feel my strength like, communication, managing customer relationship, putting forward my ideas, and allocation works.

Working as an intern in Syn-hub co-working space, not only I have developed my practical knowledge necessary for my professional career I have also developed good public relation with some professionals in the corporate market. Though I have been just working as an intern in the organization, the internal team has provided me with various knowledge and opportunity which would enhance me on my professional development. I have been able to recognize some legal and ethical principles that this organization works on. I believe that I have also been able to compose and present effective oral forms of communication which would have a great impact in my professional career in the near future.

An organization can't perform well without team effort and leadership, working in Syn-hub I have been able to develop my skills to work in groups, work under pressure and adapt to the working environment of different professionals. This gave me brief knowledge about how employees in an organization work as per their daily activity.

5.2 Comparison of practical learning VS theory

This international internship experience provided lots of insight on how an organizational structure functions and how much effort actually goes into making all the organizational goals, missions, and vision come true. Whilst, sinking in the theoretical parts of these works in our university, we don't get the actual gist of how much hard works goes into each and every small

detail that goes in the process of marketing. We only learn that creative marketing should be done in order to create brand image and exposure, but we don't get to know that it requires physically laborious works to do market research, pitching so many ideas for creative content and it might be that all of those ideas can be rejected and you have to start from the scratch, it might also be that when you put your content out there people might not actually like your content and it is so easy to offend and trigger criticism nowadays. So being extra careful on your materials that you put out to the world is also very critical.

The other thing that I didn't learn in theory is that you actually need to be more innovative in the next marketing material that you put out because you always need to be on the edge and constantly be updated what's to come with the marketing scenario and the competitors as well. The content should be fresh and relatable to the target market going parallel with incorporating creativity, innovation, interactivity, and follow up in a constant manner.

There is loads of theoretical information's that we as a whole have been gaining from our Childhood that could be utilized as a part of our future or in our expert profession life however reality does strike thus it did. There are numerous things that don't work as indicated by our hypothesis learning from our books and E-Books as association works under their morals, strategies and laws. We do experience numerous things that we haven't learnt from our business colleges in down to earth life and this is the place we get the opportunity to take in stuffs as a matter of fact seniors and staffs. Hypothesis Knowledge has helped me comprehend why one works where another falls flat and down to earth information has helped me see how one flops and how another can function. For this, I was constantly guided by my seniors and director to rectify my slip-ups and showed me to utilize it effectively. Hypothesis learning is never enough until the point when we attempt it or place it in our commonsense utilize, and filling in as an understudy I have possessed the capacity to advance my hypothesis information for all intents and purposes and attempt it on the ground.

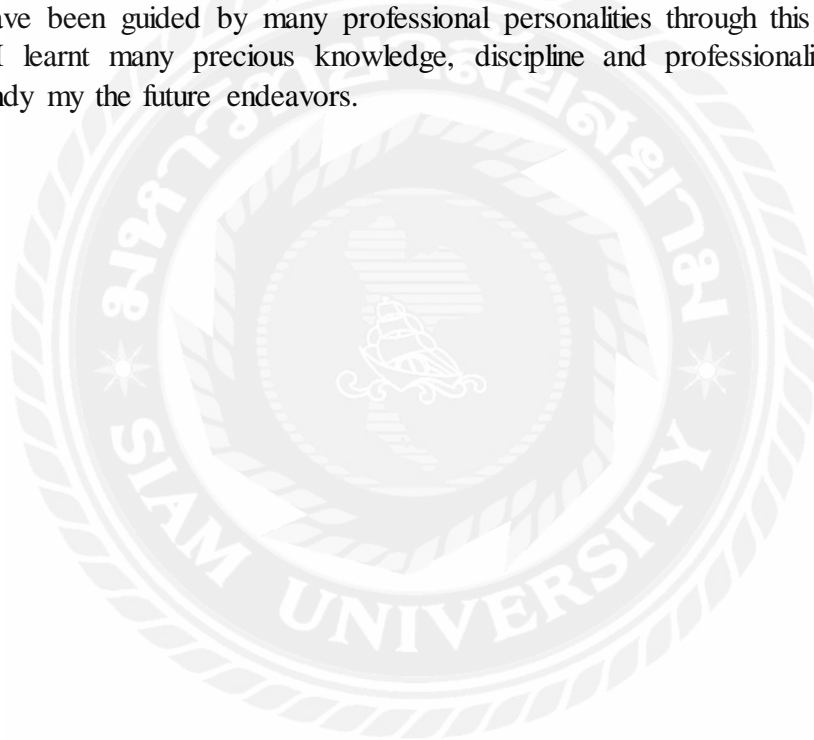
However if I were to relate the practical works done in the internship period to the theories I learnt in my bachelor's life, they would be as follows:

1. Assignment 1: Online marketing Represent Syn Hub as an open national and international platform creatively via digital platform such as Facebook and Instagram
2. Theory:
Digital Marketing
3. Assignment 2: Fulfill one of company's goal, that is bring
 - i. Brand exposure to international clients
4. Theory: International marketing, Marketing planning, Brand management
5. Assignment 3: Integrating Innovation with each and every marketing projects so that our audience's attention is gained and the purpose of the marketing plan is fulfilled
6. Theory: Integrated marketing, Marketing planning, Digital Marketing

Conclusions

In conclusion, this particular experience helped me use my ability and creativity to bring more improvements in the company that is Syn-Hub Co-innovative Space. I also got to realize many of my weaknesses in professionalism, which will help me do better in such aspects in my future endeavors, along with my weakness I also got a taste of what my abilities and lead up to, which brought bring more of inquisitiveness of what more I can do, which is always a positive thing to look up for. I learned so many things in this company, like communication with our clients, professionalism, public speaking etc. that I will forever cherish and surely utilize these knowledge in my future professional as well as personal life as well.

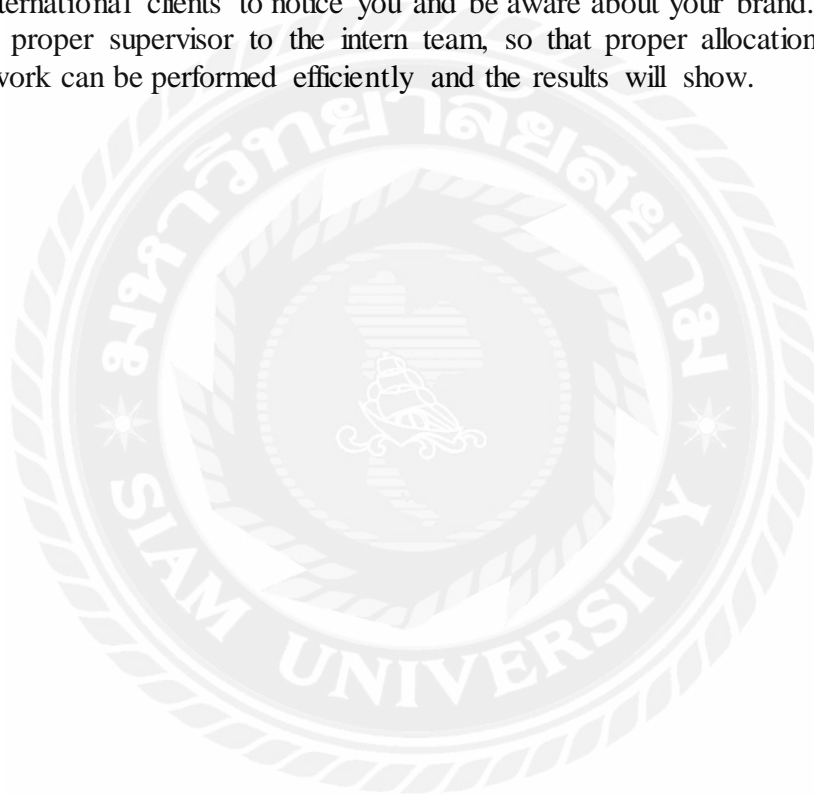
In my opinion I feel that this experience is very necessary for any student to get the taste of what is to come in near future and how they can improve and also manage their own business some days. I have been guided by many professional personalities through this internship period, through whom I learnt many precious knowledge, discipline and professionalism which will fo sure come in handy my the future endeavors.



Recommendations

The company provides a very unique facility that is rarely seen on the market as of now, but also with its state of the art facilities there are some drawbacks that could be improved in this new venture, they could be:

1. Hire employees who can speak fluent English, because proper communication is required and also proper content display in digital and non- digital platforms is required in order for the international clients to notice you and be aware about your brand.
2. Assign a proper supervisor to the intern team, so that proper allocation of work is done and the work can be performed efficiently and the results will show.



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