



Co-Operative Education Report Going Below the Line

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2018

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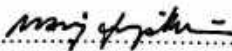
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CO-OPERATIVE EDUCATION REPORT

Project Title: Going Below The Line

Credits: 6

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Advisor: Somruedee Thaiphanit, Ph.D.

Degree: Bachelor of Business Administration

Major: Marketing

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Abstract

This co-operative report entitled “Going Below the Line” has the goal to describe my work and experience with Windmill advantage and also the scope of BTL marketing in a digitally driven marketing world. Previously, in my internship period with Windmill Advantage (WA), I got first-hand experience in BTL marketing field, where I was assigned in the Strategic Planning Department. Furthermore, I got to learn about marketing, planning, operation, idea pitching, relationship management, client and vendor handling, and research activities. Further, the internship helped me to develop a different perspective on marketing as the agency handles a wide spectrum of national and international client from various industries. I was a part of several brainstorming sessions with my seniors where I got to learn from doers who have amassed years of experience. I also came across different personal and organizational challenges which I had to take upon during my internship period and was able to overcome.

Keywords: *BTL, Agency, Vendor*

Acknowledgement

I would like to take this opportunity to thank Siam University for giving us the opportunity to apply theoretical business knowledge to a real-world business scenario. I would also like to Asst.Prof.Dr. Maruj Limpawattana, Assistant President of Cooperative Education, Dr. Chanatip Suksai, Lecturer and Researcher, for their valuable effort to guide me throughout the internship program. I would like to especially thank my academic supervisor, Dr. Somruedee Thaiphanit for guiding me to successfully develop and complete my co-op internship report.

I would like to express my sincere gratitude to the entire faculty member of Kathmandu College of Management (KCM) for providing me this opportunity and guiding me throughout my internship project. I am thankful to my job supervisor, Mr. Syed Ashiqul Islam, Head of Strategy & Business Development of Windmill Advantage Pvt. Ltd. and all my colleagues and my seniors for supporting and helping me throughout my internship program.

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

Sincerely,

Jeanus Suwal

Student ID: 5808040018

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CO-OPERATIVE EDUCATION REPORT

List of Acronyms

BTL: Below the line

TTL: Through the line

ATL: Above the line

FO: Financial offering

WA: Windmill Advantage Pvt. Ltd.

VDC: Village development committee

RFP: Request for Proposal.

RFQ: Request for Quotation



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Chapter 1: Introduction

1.1 Company Profile



Figure 1: Logo of Windmill Advertising Limited

Formed under the joint collaboration between two of the leading advertising agencies, Business Advantage Pvt. Ltd (ATL concern) in Nepal and Windmill Advertising Limited from Bangladesh; Windmill Advantage Pvt. Ltd. was established in 2011. Its major objective has been to create a synergy of market experience from both the countries and provide TTL service and create measurable impacts to its client. Business Advantage was awarded Agency of the year 2012 in Nepal and Windmill Advertising is the largest BTL (Below the Line) agency & event management company in Bangladesh.

Windmill Advantage Pvt. Ltd. is a creative driven, dynamic agency, providing full-service advertising, marketing, branding and communication solutions which challenge itself for the betterment of brand with its roots in direct response marketing effort.

Aim of the organization:

Windmill Advantage 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” (Windmilladvantage, 2011)

What is BTL?

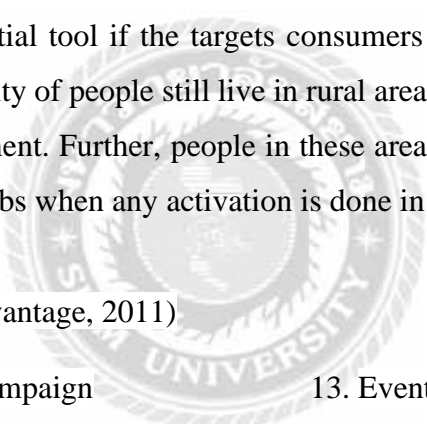
BTL refers to a series of marketing techniques known collectively as below-the-line marketing. Below-the-line marketing includes direct marketing by mail or email, sales promotion, marketing communications, exhibitions and telemarketing. (Your Business, 2017)

BTL marketing is type of marketing which is done in more personal level. It is more focused than the ATL marketing's mass media approach as customers are targeted before the marketing campaign. It is done to engage with the customer or foster real relationship between the potential customer as most of the time people actually get to feel the products in their hands or get the face to face engagement with the company's representative.

Organizations uses BTL marketing approaches when they need to primarily, engage with specific targeted consumer base, which involves sampling, trade shows, media events, mall/modern trade activations.

BTL marketing is essential tool if the targets consumers are digitally backward. For the country like Nepal where majority of people still live in rural areas BTL activation approaches are still the key to market this segment. Further, people in these areas tend to bond with brand much quicker than the people in suburbs when any activation is done in those areas.

Services offered: (Windmilladvantage, 2011)

- 
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. Special Channel Activation
 12. Celebrity Management
 13. Event Planning, Management and Campaign
 14. Sales-based Activation
 15. Database Collection and Maintenance
 16. Public Relation
 17. Rural Awareness Program/ VDC Activity
 18. Outreach Campaign
 19. Brand Audit
 20. Corporate Outing
 21. Campus/ Colleges Activation
 22. Print and Production Work

1.2 Organizational Structure of Windmill Advertising Limited



Figure 2: Organizational Structure of Windmill Advertising Limited

1.3 Statement of the Report

As a business student majoring in marketing, I am very much fascinated about the business and marketing world. Previously, I have interned in a Digital Marketing Agency and also handled online content creation of the company. So, in my opinion, I am well versed in the digital marketing world. Before my internship, at Windmill Advantage my perspective on the future of marketing

was limited to digital marketing. As I started working for Windmill Advantage, I got to understand that there are much more things to be explored in this marketing environment and got to learn about the importance of human element or human touch in marketing.

Further, I came across many challenges and had to make hard decisions which I had to deal with myself and with my colleagues. As they say “Life is not a bed of roses”, I had exciting times as well as hard and tiresome times where I felt I could not work here anymore.

Hence, this report covers my work experience as a marketing intern at Windmill Advantage Pvt. Ltd. and my realization of the scope and importance of BTL marketing. I confirm that, the report is only prepared for my academic requirement not for any other purpose. It might not be used with the interest of opposite party of the corporation.

1.4 Objectives of the Study

The objectives of my study are enlisted below:

- To further develop my perspective of marketing by understanding BTL marketing
- To understand how to integrate BTL, ATL and Digital marketing
- To improve my strategic planning and creative thinking skills
- Observe and participate in business operations and decision-making
- Meet professional role models and potential mentors who can provide guidance, feedback, and support.
- To understand myself more: My strength, weakness, passion

1.5 Role and Responsibility of the student

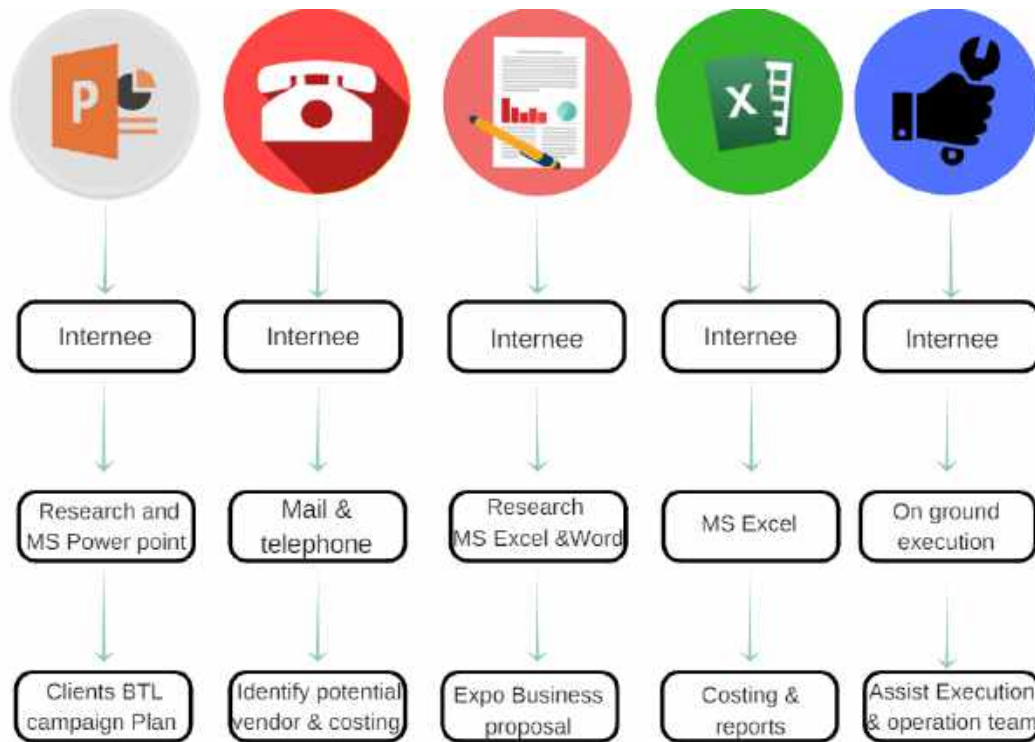


Figure 3: Major Responsibilities

Assigned role: Junior Planning and Client Servicing

I was positioned directly below the top-level management and was assigned in the planning department. As an intern, I had to receive creative brief from the clients and seniors, develop a client BTL campaign plan, identify potential vendor & related cost, review business proposals and RFQ, generate costing and report of the BTL campaign plan and finally assist in the execution of the events to the operation team on ground.

Some of the responsibilities that I had to carry out during my internship period included:

- Building up on background and knowledge about below the line marketing and the industry.
- Overseeing the ongoing campaigns, grasping knowledge and working with various internal groups to execute process and helping the team by providing related knowledge and ideas.
- When campaign back-ups were required, I was tasked with assisting in campaign deliverables, asset routing and other related deliverables to execute email campaigns
- Maintaining the assigned project files up to date

- Researching and providing industry news, new RFP and best practices to the internal team
- Liaising with external suppliers in order to obtain costs and timings to support client campaigns.
- Performing campaign and deliverable reporting as required
- Preparing deliverables – typically in Microsoft Power Point, Excel or Word – leading up to client meeting
- Working closely with the operation department to manage work processing including timelines, work orders, client presentation creation etc.
- Providing support to anyone within the operation & execution team
- Identifying potential vendor partners and bringing them in as for their capabilities



Chapter 2: Internship Activities

2.1 Responsibility of the student

For every project, I was responsible to develop a plan with procedures for a project. Below are the two-major tasks that I took every time while I worked on a project with my team. Below are the details of all the events that I was involved in during my internship period as well.

Developing BTL plan and financial offers

The major task I was assigned when working as a planning and client servicing intern at Windmill Advantage was to come up with a BTL plan and financial offering for prospects and existing clients.

There are 4 stage process while we developed a BTL plan.

I. Getting the creative Brief

Before coming up with any BTL plan, we needed to sink in with the client's marketing vision and objective. To do so, we arranged a meeting with the client where the client gives us insight about their vision and objective of the BTL campaign. If we were unable to get the chance to have a creative brief directly from the client then our seniors who got the brief would re-brief the same to us.

II. Brainstorming Session

In this stage, our planning team sits with seniors to have a short brainstorming session in which we think through about each aspect discussed and mentioned in the creative brief and develop a dry concept of how it should be executed. Our seniors also delegate parts of the execution to different members if it was needed.

III. Developing Actual BTL plan

In this stage, we make a presentation incorporating the things discussed with clients and concepts which came up in the brainstorming session. After our team prepared the PPT slides, we hold a meeting again with our seniors for feedback. The scope of the plan depends on the clients' needs and demand.

The basic skeleton of the BTL plan consists of the following.

1. Event / Activation summary
 - Tentative Dates, Times and Duration
 - Location or venue options
 - Campaign Target Group (TG)
2. Booth / stage designs and layout.
3. Activation Platforms
4. Objectives
5. Different Activation options and branding concepts (Depends on objective)
6. Measurement Mechanism
7. Required Logistics
8. Brand Promoters and Their modality

IV. Making Financial Offers

Financial Offers (FO) is the total cost that will be incurred for the execution of the planned project. To work on FO, we had to find the suitable vendors and get quote from them. This is done with conjunction to BTL plan.

V. Locking the project

To lock the project, first we had to meet the client and then present the plan and FO. If the client was satisfied with the plan then they gave us the green signal. But, if they weren't pleased enough then they provided us feedback on parts where they were still skeptical and hence extend the deadline to a new date to work on the plan further.

2.2 Involved Assignments

During my internship, I was involved in different projects which was taking place at Windmill Advantage during my tenure. The size of a project ranged from small booth activation events in different malls and modern-trade centers around the city to big product launches of brands such as Huawei and other private and government corporate events. Some of the events in which I was involved include:

2.2.1 Dan Cake Booth Activation

Duration: 3 months.

Dan Cake is a Danish cake brand which is currently being manufactured in Bangladesh. As they were new in the Nepali market they wanted to start their marketing campaign with booth activation in different modern trade centers around Kathmandu valley. I was given the responsibility to look for suitable locations, estimate the required human resources and other logistic planning to carry out the activation. I was also given the task to prepare a Financial Offer of entire campaign.



Figure 4: Dan Cake Activation Booth

2.2.2 FYMO APP restaurant activation.

Duration: 1 month

FOOD YOU ARE MISSING OUT (FYMO) is an mobile application that is focused towards food enthusiasts and people who eat out regularly. They describe themselves as “FYMO helps you find great restaurants by cherry-picking what’s best for you from available dining choices and guides you towards the best places, wherever you are. (FYMOapp , 2019)”. My involvement in FYMO APP restaurant activation was to coordinate with the project supervisor and send the brand promoters who are responsible for somewhat endorsing to restaurants where FYMO complimentary deals were offered for

the day. I was also responsible for collection of data through google forms and reconcile with the client's database to check if the brand promoters were doing their work correctly. Apart from that I was also responsible to assist the project supervisor in Brand promoter training and demonstration workshop where I helped brand promoters to understand the app and how to use it.



Figure 5: FYMO Brand promoter's workshop.

2.2.3 Ncell Family Funday

Date: April 20, 2019

Ncell Family Funday was one of the major events of the year for Windmill Advantage Pvt. Ltd. The one-day event was organized to engage Ncell's own employees and their family. Ncell is one of the leading telecommunication service providers in Nepal. I was involved in this event from the idea pitching to the final post reporting of the event. In the idea generation phase, my major task was to find interesting activities to engage the employees and their family members for the event. I then had to present these ideas for the pitching session with the client. I was also given the task to visit the venue for venue recce to build a rough layout of venue for the planning purpose. After the event was assigned to our agency, I was given the task to make a detailed event checklist by incorporating all the things that are required to be done during this event and also made to prepare the Gantt chart of the same. I was also involved in bundling the welcome gift to all the guests.

During the execution phase, I was given the responsibility of supervising all the booths during the event day. This included supervision of booths during setup and also during and after the event. I supervised the workforce for the correct placement of booths, branding collaterals and its setup; checked if the booth activities were going smoothly or not and lastly check if all the things were intact or not. I was also given the task to make a video of the entire venue incorporating branding, booth areas, stage performances, kids zone activities, branding collaterals for future reference.



Figure 6: Ncell Family Funday 2019 main stage.



Figure 7: Ncell Family Funday 2019 Kid Zone.

2.2.4 Huawei P30 Pro launch.

Date: April 7, 2019

In this Huawei launch event, I was assigned to prepare a detail check list for the event execution and also the Gantt chart for the same. I was also involved in booth concept layout creation with the 3D designer where we decided on placement of different element of the experience zone such as photos, screens, brochure kiosk, tables etc.

I was also involved during the venue setup one day prior to the event where my responsibility was to supervise the placement of the branding collaterals and experience zone. Also, I reconciled everything with the event check-list to ensure if any task was forgotten or not complete.

In the event day, I was given the responsibility to assist my supervisor in the main front of the house panel during the event. In the front of the house I had to ensure the presentation runs smoothly and troubleshoot it if anything goes wrong. For e.g. videos was not playing with the presenter's clicker command so I played it manually from Front of House console.



Figure 8: Huawei P30 PRO launch moment.

2.2.5 Nepal Coffee Enterprise Promotion Summit (NCEPS) 2019

Date: April 15-16, 2019

This summit was organized with the joint collaboration between Ministry of Tea and Coffee Nepal and European Union (EU). The supervision of entire event was given to

me and my colleague as my supervisors were busy in other projects. So, this entire event was done only by us.

The role that I took was to visit the venue with clients and decide on placement of branding collaterals and building a venue layout for planning purposes. Then I worked with graphic designers to design all the required branding collaterals for the event. I was also involved in preparing of the checklist for the event. I also was assigned to look after any dealings with the sound and led screen vendors where I quoted our requirements and reconcile the same in the event day.

During the event, I also supervised the correct placement of branding collaterals in the venue. Then I had to assist the project supervisor with the entire program flow. I also worked on the post-event report to be given to the client which included photo proof of the agency's contribution.



Figure 9: NCEPS 2019 inauguration

Chapter 3:

Identification of Problems Encountered during the Internship

3.1 Indicate the problems

- **Receiving little personal feedback**

I was receiving very little personal feedback on how I was doing my internship. I had no idea about how I was performing or whether I was meeting the expectations of the company.

- **Not welcoming change by the firm**

Every company has its own way of doing things. Many times, I suggested new way of doing the same things in a better way but it was not welcomed.

- **Agency didn't have dedicated graphic designer**

Windmill Advantage didn't have a dedicated graphic designer. So, all the designing work had to be done by Business Advantage Pvt. Ltd which was our sister concern. This entire process was time consuming as designers there had their own work and hesitated to do ours unless we insisted them or their supervisor pushed them to do it.

- **Problem in team coordination**

Proper team allocation according to the project was lacking. So, most of the time it happened that everybody could be seen being involved in every project which hampered the project.

- **Time Management**

At early days of my internship I used to reach office late. Hence, I think I was not able to manage my time so efficiently.

3.2 Solving the problems with Some Examples

The above problem was solved in different ways. Some of them are mentioned below.

- The first problem I wanted address was that I got little personal feedback from my supervisor on how I was performing and also what expectation they had with me that I was meeting. So, I started to take feedback from my colleagues and other seniors after few weeks even if I was not so comfortable asking them for feedback.

For example: I asked one of my colleagues about my performance and got to know my supervisor had a good impression of me and was happy with my performance and quality of work.

- While doing my internship I found some of things were being done very inefficiently. So, I tried to introduced new way doing same things very efficiently but I always tried to add the benefits would be from the new alternative.

For example: The agency still adopted the pen and paper format for data collection from different activation booth which then again had to be hand typed in Microsoft Excel. The entire process was time consuming and inefficient. So, I suggested to use google forms instead with help of Tablet. I demonstrated how easy it was to compile data and produce report. Due to this data collection had become very efficient and the time we saved could be used for other projects.

- As our agency didn't have a dedicated graphic designer, I always took the responsibility of designing simple graphics which helped the agency to meet deadline and save time.

For example: During the planning for the event Ncell Funday, the agency decided to print the event identity card with photos of respective people and their designation. The graphic designer was hesitant to do this job as there were 115 individual cards to be made, I took the responsibility and designed all the cards since I have knowledge and experience in Photoshop and Lightroom.

- As team allocation for projects wasn't well defined I tried to substitute wherever necessary for smooth flow of the project and planning.

For example: One day, all of the planning team had to go for venue recce for major event, but we also had a planning submission deadline for another client. So, I stayed behind, completed the plan and submitted the necessary requirements to client. I tried to stay in places where I noticed a lot of slack was happening.

- Even if our office was not so strict about office timings I used to come late to office in the beginning of my internships period. So, I self-realized that it will hamper my professional image so I came on time. I realized that no matter how good my output is, my lack of punctuality could potentially discredit all my hard work.
- As I was well versed in technology, I supervised lots of tech related setup in events execution as my colleague weren't comfortable with the high-tech gadgets.

For example: I helped during the setup of Virtual Reality headsets and sensors in an event and also taught the assigned HR to use it correctly. Also, I helped setup the wireless transmission of content mobile screen to main screen in mobile phone launch event.



Chapter 4:

Contribution and Learning Process

4.1 Contributions of student made during the internship

4.1.1 Generating Ideas

The main contribution made by me was to provide the planning department with new or improvised ideas. As the employees has been working there for a long time, a fresh perspective was necessary. My role was to provide new ideas for the campaigns.

4.1.2 Support for organization and execution of events and exhibition

Another contribution provided by me was to maintain proper professional image when working with staffs, partners, customers and other stakeholders during the events and exhibitions. My role was also to assist with the management and event execution, provide overall support to the event execution team on various projects and assist in other areas as needed. Many event setups used to be at late nights or early mornings so I made myself available whenever needed.

4.1.3 Assistance in day to day activities

I also contributed to the firm by assisting in the works of the planning department. The employees used to have very hectic and busy workdays and as an intern and I was able to reduce that workload off the employees. I also used work extra time if needed to meet deadlines and manage time for the company.

4.1.4 Maintaining Vendor Relationship

I also made contribution by building good relation with the vendors such as Sound and Lighting vendors, Flex printing vendors, stage rigging vendors etc. which helped the agency to have good communication and negotiation channel during the events. Further, I also tried to contact international vendors whenever it was necessary.

4.1.5 Graphic Designing

I also contributed by designing simple graphics myself to take workload off the assigned graphic designers. As stated earlier, the company did not have its own graphic designer and due to this there was always a slack time. I did my level best to use the graphic designing skills that I had to help things speed up.

4.2 Details of the related learning process and new knowledge student has received

Working as intern in the strategic planning department for 16 weeks, I got to learn and experience many things and also gained knowledge about the new marketing field which is BTL marketing. I was given project related works from my very first day which helped me understand my work quickly and sync with the team. Working environment in Windmill Advantage was one of the best that I have ever experienced as my colleague, staffs, seniors and supervisor were very friendly and supportive. They tried to include me in every possible project, meetings and assignments. This gave me an exposure to the professional business world.

Even if ATL marketing and Digital marketing was handled by sister concern, I tried to learn about them by interacting with their employees whenever I could. This help me build the idea about ATL marketing industry too. Comparing to BTL, ATL marketing can reach wide number of customer but, BTL marketing has higher turnover.

In my opinion following are the major points to choose BTL marketing;

- Customers are engaged with the brand and product at personal level as it involves human touch.
- BTL campaigns can be targeted to specific group of target consumer group more precisely
- BTL marketing has more element of control as every element of the campaigns can be controlled according to firm's desire. (e.g. Cost control, control of consumer targeting)
- Keeping track of reaches, engagement and feedback is very effective than the ATL approaches.

For example, liquor and beer brands prefers to use BTL marketing such as Concerts and other sponsorship platform to promote their brand indirectly rather than directly marketing their product. This is done as marketing alcohol directly through ATL platform can reach unwanted target group such as children. Also, some country's law forbids direct marketing of alcoholic drink.

Below are the major aspects that I tried to excel on:

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 it has a flat hierarchy unlike other companies, the communication level of the organization is not that complex and 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. All these activities differ according to the target consumers the client is targeting.

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

I tried to make my involvement in every activity possible, be it during the office hour or after the office hour. I was also involved after the office hours too such as venue setup for Huawei product launch and Ncell family Fun day. By being involved in such activities, I tried to learn different aspects that could be useful to me in future. Whenever possible, in my free time I used to roam around in the office to gain some knowledge from other employee's assignments. I tried to attend different meetings that the company had with their clients and learned a lot through them.

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 the 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 presentations 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 presentations for our clients.

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

This internship opportunity was a great platform for me to apply my theoretical knowledge that I have been learning throughout my undergraduate program to my practical experience. This internship program was a learning phase for me, where I tried to learn many things from my seniors and other staff members and experiment as well 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 Co-operative program gave me a 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: Conclusion

5.1 Self-assessment as future professional

The 3 months internship in windmill Advantage was very different experience for me. As BTL marketing was new field for me which I used to overlook as I had very less idea about the scope and importance of BTL marketing. Now, after completing my internship, I have developed new perspective which will definitely be useful in my future career. As I have already interned and work in digital marketing field before, I think I will be able to integrate both BTL, ATL and Digital marketing when in need.

Every organization has its own work culture. Windmill Advantage was not strict with the office timing still people showed enthusiasm and always worked with dedication when needed. One thing that fascinate me about windmill advantage was each and every one used to work hard but party even harder. So, I learned that it's not productive to take stress and work and sometimes you let steam off and enjoy.

An organization cannot perform without a good team effort and leadership capabilities. During my internship, I tried to build positive relationship with everyone so that I gain their trust and take me as a valuable and responsible person. As emotional intelligence is important thing to consider in organizational setting, I also kept close eyes on every employee's psychology which helped me to deal with every person differently. Even if I had some idea of doing my work, I always tried get second opinion from my colleague so that I can approach same work with different perspective. Though I have been working as an intern, the internal team has provided me with various knowledge and opportunity which I am sure will be fruitful for my future.

I also got chance to hone my business communication skills such as mail writing, presenting, phone enquiring. Further I also got to enhance my knowledge about Microsoft Office Package.

The exposure I got while interning in Windmill Advantage (WA) would surely be fruitful for my future as a marketer.

Annex



Figure 10: Venue Setup for Nepal Coffee Enterprise Promotion Summit 2019



Figure 11: At Nepal Coffee Enterprise Promotion Summit 2019



Figure 12: Event ID card for Ncell Family Funday designed by me

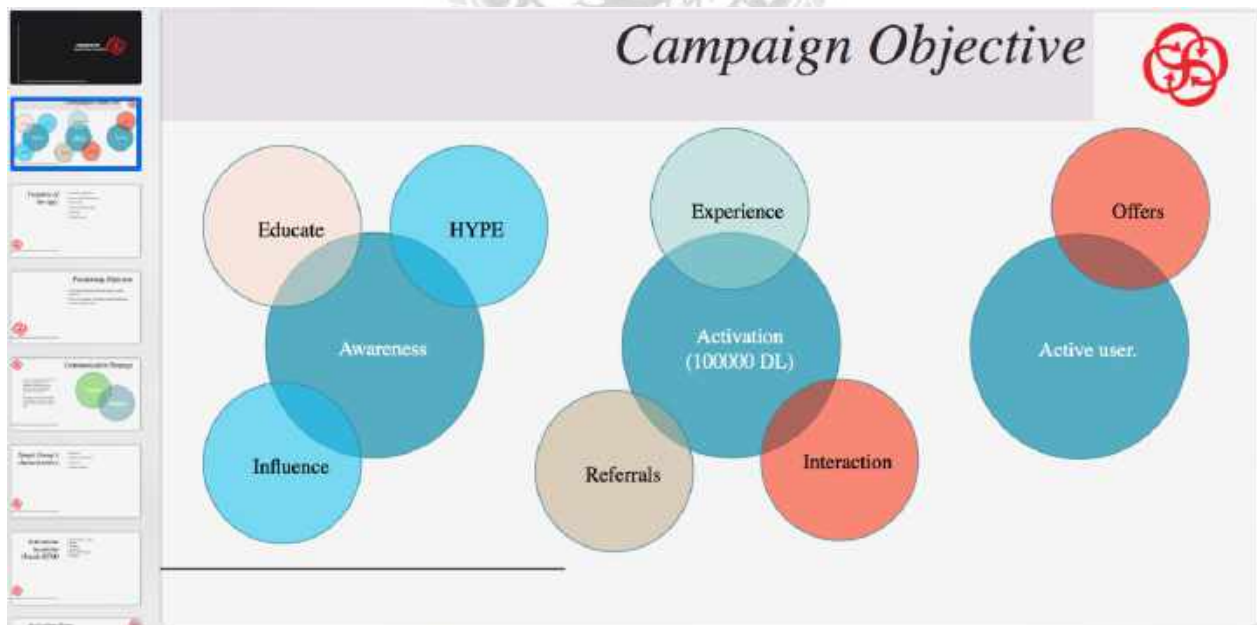


Figure 13: BTL plan for prospect Client



Figure 14: Branding collateral For NCEPS 2019 designed by me

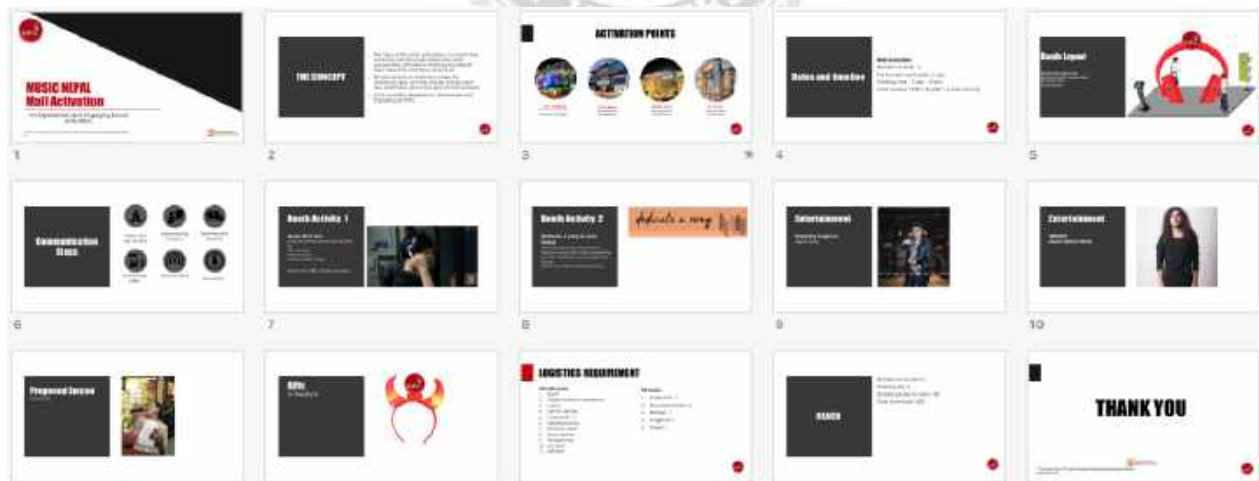


Figure 15: Mall activation BTL plan made for prospect client

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