

An Internship Report

On

An Appraisal of Activation Activities of Unilever Bangladesh Limited's

LUX

Submitted To:

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Submitted By:

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EAST WEST UNIVERSITY

LETTER OF TRANSMITTAL

19th August, 2014

Professor Dr. Tanbir Ahmed Chowdhury
Dean and Chairperson
Department of Business Administration
East West University
Aftabnagar, Dhaka

Subject: Submission of internship report on “An appraisal of Activation activities of Unilever Bangladesh Limited’s LUX”

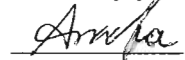
Dear Sir,

I am pleased to submit my internship report on “An appraisal of Activation activities of Unilever Bangladesh Limited’s LUX” (Bus 499). This internship has helped me to get a very good and proper understanding about the activation activities of Unilever Bangladesh Limited brand LUX and I have tried to portray all those learning into this report. I am confident that this report successfully describes the Activation activities of Unilever Bangladesh Limited’s LUX. I have done my best to give my maximum output according to my ability. I hope that the report will meet the necessary requirements.

I shall be highly encouraged if you are kind enough to receive this report. If you have any further enquiry concerning any additional information I would be very grateful to clarify that.

Thank You.

Sincerely yours,



Arafa Ferdous

(2011-1-10-360)

ACKNOWLEDGEMENT

First of all, I would like to express my deep gratitude to all mighty Allah for his infinite grace that allowed me to complete this internship report. A lot of effort and study has been involved in this internship report.

I would like to express my sincere gratitude and cordial thanks to my instructor Professor Dr. Tanbir Ahmed Chowdhury for his valuable advice and support regarding the preparation of this internship report. I would also like to thank my honorable Sir for his kind concern, valuable time, advice and constant guideline throughout the project period and making of the report. I would also like to thank my line manager Syeda Bushra Sania Faiz for her continuous support and also the whole Unilever Bangladesh Limited team for their continuous support and encouragement.

This internship has really helps me to acquire knowledge about the activation activities of Unilever Bangladesh Limited's LUX. This knowledge will help me in our future corporate life and also in my higher study.

EXECUTIVE SUMMARY

As known to all, Unilever Bangladesh Limited is one of the leading multinational business firms in the world of FMCG industry. Over the last four decades Unilever Bangladesh Limited (UBL) has been relentlessly bringing new, innovative and world-class products to make the lives of Bangladeshis easier. Over 90% of the country's households use one or more of UBL products. Unilever currently offers nineteen variety brands in spread across four different categories- Food and Drink, Home care, Personal Care, Water Purifier.

Making these brands popular amongst the people of Bangladesh is the core objective of the "Activation department" (a small yet proactive segment of the Brand Building department of Unilever Bangladesh Limited). Marketing activation is the execution of the marketing mix as part of the marketing process. The activation phase typically comes after the planning phase during which managers plan their marketing activities and is followed by a feedback phase in which results are evaluated with marketing analysis.

During my four month internship period, I was a part of this activation program. I was working under three different projects of LUX where I had to work for the activation of LUX body wash. I had to visit different stores to see whether the products are available or not and whether the beauty or brand advisors are working properly or not. The activation program is still running and the brand manager and the activation team is trying hard to make it a successful one.

In addition, I have also carried out market survey to find out whether the shop keepers as well as the customers are aware of the soap LUX sandal and cream. I had to visit several markets to find out about the sale of LUX sandal and cream and had to survey customers about their likings and disliking about the product. I have made use of documents and questionnaires provided by the brand manager of LUX and had made some of my own to for market survey.

I had also helped my brand manager and worked with her during LUX Channel I superstar and had kept track of all the contestants and their respective marks from the judges.

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Chapter 1

Introduction

1.1 An overview of Unilever Bangladesh Limited (UBL)

1.1.1 History of Unilever Global

William Hesketh Lever founded Lever Brothers in 1885. Lever established soap factories around the world. In 1917, he began to diversify into foods, fish, ice cream and canned foods businesses. In the 1930s, Unilever introduced improved technology to the business. The business grew and new ventures were launched in Latin America. The entrepreneurial spirit of the founders and their caring approach to their employees and their communities remain at the heart of Unilever's business today.

Unilever was formed in 1930 when the Dutch margarine company Margarine Unie merged with British soap maker Lever Brothers. Both companies were competing for the same raw materials, both were involved in large-scale marketing of household products and both used similar distribution channels. Between them, they had operations in over 40 countries. Margarine Unie grew through mergers with other margarine companies in the 1920s.

In a history that now crosses three centuries, Unilever's success has been influenced by the major events of the day – economic boom, depression, world wars, changing consumer lifestyles and advances in technology. And throughout they've created products that help people get more out of life – cutting the time spent on household chores, improving nutrition, enabling people to enjoy food and take care of their homes, their clothes and themselves.

Through their timeline one can easily see how UBL's brand portfolio has evolved. At the beginning of the 21st century, 'Path to Growth' strategy focused on global high-potential brands and 'Vitality' mission is taking them into a new phase of development now. Unilever's corporate vision – helping people to look good, feel good and get more out of life – shows how clearly the business understands 21st century-consumers and their lives. But the spirit of this mission forms a thread that runs throughout their history.

1.1.2 The Unilever Timeline

- 1885** - Although Unilever wasn't formed until 1930, the companies that joined forces to create the business we know today were already well established before the start of the 20th century.
- 1899**
- 1900** - Unilever's founding companies produced products made of oils and fats, principally soap and margarine. At the beginning of the 20th century their expansion nearly outstrips the supply of raw materials.
- 1909**
- 1910** - Tough economic conditions and the First World War make trading difficult for everyone, so many businesses form trade associations to protect their shared interests.
- 1919**
- 1920** - With businesses expanding fast, companies set up negotiations intending to stop others producing the same types of products. But instead they agree to merge - and so Unilever is created.
- 1929**
- 1930** - Unilever's first decade is no easy ride: it starts with the Great Depression and ends with the Second World War. But while the business rationalizes operations, it also continues to diversify.
- 1939**
- 1940** - Unilever's operations around the world begin to fragment, but the business continues to expand further into the foods market and increase investment in research and development.
- 1949**
- 1950** - Business booms as new technology and the European Economic Community lead to rising standards of living in the West, while new markets open up in emerging economies around the globe.
- 1959**
- 1960** - As the world economy expands, so does Unilever and it sets about developing new

- 1969** products, entering new markets and running a highly ambitious acquisition programme.
- 1970** - Hard economic conditions and high inflation make the 70s a tough time for
- 1979** everyone, but things are particularly difficult in the fast-moving consumer goods (FMCG) sector as the big retailers start to flex their muscles.
- 1980** - Unilever is now one of the world's biggest companies, but takes the decision to focus
- 1989** its portfolio, and rationalize its businesses to focus on core products and brands.
- 1990** - The business expands into Central and Eastern Europe and further sharpens its focus
- 1999** on fewer product categories, leading to the sale or withdrawal of two-thirds of its brands.
- 2000** - The 2000s start with the launch of Path to Growth, a five-year strategic plan,
- Present** sharpened in 2004 with Unilever's Vitality mission focusing on the needs of 21st century consumers. In 2009, Unilever announces a new corporate vision - working to create a better future every day - and enters the 2010s with a new strategy: The Compass. To support this strategy, the Unilever Sustainable Living Plan launches in 2010.

1.1.3 Unilever Logo

In 2005, Unilever decided to change their logo to represent their new theme of vitality. The new logo was also planned to coincide with the 75th anniversary of the company. The new logo tells the story of Unilever and vitality. It brings together 25 different icons representing Unilever and its brands, the idea of vitality and the benefits Unilever brings to consumers.



The icons are represented below.



Sun: The primary natural resource. All life begins with the sun- the ultimate symbol of vitality. It evokes Unilever's origin in port of sunlight & can represent a number of Unilever brands.



DNA: The double helix. The generic blueprint of life and a symbol of bioscience, it is a key to healthy life. The sun is the biggest ingredient of life and DNA is the smallest.



Bee: Represent creation, pollination, hard works and bio diversity. Bees symbolize both environmental challenges and opportunities.



Hand: A symbol of sensitivity, care and need. It represents both skin and touch.



Flower: Represent fragrance, when seen with the hand, it represents moisturizing cream.



Hair: A symbol of beauty and looking good. Placed next to the flower, it evokes cleanliness and fragrances; placed near the hand it suggests softness.



Palm tree: A natural resource, it produces palm oil as well as many fruits. Coconut and dates are also symbolize paralyze.



Spoon: A symbol of nutrition, tasting and cooking.



Bowl: A bowl of delicious smelling food. It can also represent a ready meal, hot drinks or soup.



Spice & Flavors: Represent chili or fresh ingredients.



Fish: Represent food, sea or fresh water.



Sparkle: Clean, healthy and sparking with energy.



Bird: A symbol of freedom. It suggests relief from daily chores, getting more out of life.



Recycle: Part of commitment to sustainability.



Lips: Represent beauty, looking good & taste

Ice-cream: A treat, pleasure or enjoyment.



Tea: A plant or an extract of a plant, such as tea, also a symbol of growing and farming



Particles: A reference to science bubbles and fizz.



Snowflake: The snowflake represent freezing, a transformational symbol.



Wave: Symbolize cleanliness, freshness and vigorous icon. (With the clothes icon)



Liquid: A reference to clean water and purity.



Container: Symbolizes packaging- a pot of cream associated with personal care.



Clothes: Represent fresh laundry and looking good.



Heart: A symbol of love, care and health



Sauce or Spread: Represent mixing of stirring. It suggests blending in flavors & adding taste.

1.1.4 Unilever Bangladesh Limited (UBL)

Unilever Bangladesh Limited (UBL) is the leading Fast Moving Consumer Goods Company (FMCG) in Bangladesh with a heritage of 50 years and products that are present in 98% of Bangladeshi households. UBL is a Joint Venture of the Government of Bangladesh and Unilever, one of the world's leading suppliers of fast moving consumer goods with strong local roots in more than 100 countries across the globe. Unilever holds 60.4% share in UBL.

UBL started its journey in Bangladesh with the production of soaps in its factory in Kalurghat, Chittagong. Over the years the company introduced many affordable brands which won the hearts of Bangladeshis all across the country. UBL is the market leader in 7 of the 8 categories it operates in, with 20 brands spanning across home and personal care and foods.

Its operations provide employment to over 10,000 people directly and indirectly through its dedicated suppliers, distributors and service providers. 99.8% of UBL employees are locals with a large number of local UBL employees now working abroad in other Unilever companies as expatriates.

Unilever believes in ambitious growth of the business while at the same time fostering a sustainable environment. They believe the two must be related and hence sustainability is placed at the heart of everything they do. Their philosophy of 'Doing Well by Doing Good' is captured in the Unilever Sustainable Living Plan (USLP).

Some of the initiatives under USLP in Bangladesh are:

- **Lifbuoy Lifesaver Program** – a Lifbuoy initiative to reduce child mortality through Hand washing.
- **Oral Health & Hygiene Awareness Programme** – led by Pepsodent, this school-based activation program aims to reach 4, 00,000 children with its dental checkups and awareness.
- **Lifbuoy Friendship Hospital** - Launched in March 2002 in association with the humanitarian organization "Friendship", the hospital is situated on a boat with a

dedicated medical team and reaches out to people who do not have access to proper medical facilities.

- **PureIt:** Launched in 2010, PureIt is a water purifier which aims to provide safe drinking water to 2 million people by 2015. It has already reached a million people by 2013.
- **Pollydut:** these are young, unemployed youth of the villages of Bangladesh whom UBL has incorporated into their distribution network to provide them with a livelihood.
- **Aporajita** – In association with CARE Bangladesh, UBL has created a sustainable business opportunity for rural women in the form of Aporajita. Aporajitas are recruited to sell UBL and other company products, door-to-door. Over 2,500 Aporajitas earn their living by selling UBL products.
- **Project Laser Beam (PLB)** – PLB started in 2010 a pilot project between (Global) Unilever Foundation and WFP, targeted towards eradicating child hunger and malnutrition. Today the project includes multiple partners such as WaterAid, Friendship, Care and Brac that work across four pillars – Nutrition, Water, Health and Hygiene and Livelihood.

Manufacturing Facilities

The Company has a Soap Manufacturing factory and a Personal Products Factory located in Chittagong. Besides these, there is a tea packaging operation in Chittagong and three manufacturing units in Dhaka, which are owned and run by third parties exclusively dedicated to Unilever Bangladesh

Mission of Unilever Bangladesh Limited (UBL)

Unilever's mission is “To Add Vitality to Life”. They meet everyday needs for nutrition; hygiene and personal care with brands that help people feel good, look good and get more out of life.

Vision of Unilever Bangladesh Limited (UBL)

“To make cleanliness a commonplace; to lessen work for women; to foster health and contribute to personal attractiveness, in order that life may be more enjoyable and rewarding for the people who use the products.”



1.1 Major Products of Unilever Bangladesh Limited (UBL)

Unilever has a portfolio of about 400 brands globally. However many of these are region-specific that can only be found in certain countries. The numbers of UBL's existing brands are 19 which are categorized in different sections. In Bangladesh the company operates in four distinct product categories. These are outlined below:

❖ Food and Drink

- *Brooke Bond Taaza*
- *Knorr*



❖ Home Care

- *Rin Power White*
- *Surf Excel*
- *Vim*
- *Wheel*



❖ Personal Care

- *Axe*
- *Clear*
- *Closeup*
- *Dove*
- *Fair & Lovely*
- *Lifebuoy*
- *LUX*
- *Pepsodent*
- *Pond's*
- *Rexona*
- *Sunsilk*
- *Vaseline*



❖ Water Purifier

- *Pureit*



1.2 Objective of the study

The objective of the study can be viewed in two segments which are basically defined on the basis of the priority of the objective to me and directness of the objective regarding this whole internship program.

1.3.1 General objectives

This internship report is intended to fulfill the requirements of the Bachelor of Business Administration degree in East West University. Another fundamental issue related to this report is to get an overview of the practical business environment relevant to our curriculums.

1.3.2 Specific Objectives

Specific objectives refer to some insider approaches that are subject to the internship program as well as report. These objectives are not stated in the direct manner but are core of the internship program.

1. To present an overview of Unilever Bangladesh Limited (UBL).
2. To present an overview of major products of Unilever Bangladesh Limited (UBL).
3. To appraise activation activities of Unilever brand LUX.
4. To identify the problems of activation activities of Unilever brand LUX.
5. To suggest remedial measures for the development of activation activities of Unilever brand LUX.

1.4 Scope and methodology of the Study

1.4.1 Scope

The primary purpose of doing my internship on Brand Building department of Unilever Bangladesh Limited is to gather a practical understanding of Marketing and Brands and how it works in the corporate world, as Unilever Bangladesh Limited is the leading FMCG multinational corporation of Bangladesh. This internship gave me the opportunity to have some insight on how and when the branding experts take their decisions regarding promotion and activation needs. I have completed my four-month internship program from Unilever



Bangladesh, Gulshan Branch. During my internship, I was working under the Brand Manager of LUX on three individual projects of the brand LUX which were LUX Channel I superstar, LUX body wash activation and market surveys of LUX Sandal and Cream. I tried to get an overall fact about the brand LUX and how the brand managers work to not only to increase the sales of the products but also to build a strong brand customer relationship. During my internship, I tried my best to learn the strategy and techniques followed by the brand experts of UBL. I am really thankful to all the employees of UBL for continuously supporting me during my Internship period.

1.4.2 Methodology

The report has been prepared by using data which were collected through visiting markets and modern trades as a mystery shopper, surveying different markets and 30 customers in Gulshan, Dhanmondi, Uttara, New market and Mohammedpur area of Dhaka City. It also includes data which were obtained through face to face communication with 10 brand advisors in different markets and modern trades. The result of analysis of the data has been showed in form of graph, charts. In preparing this report both primary and secondary sources of information have been used.

❖ Primary Data:

Primary data was collected through

- ❖ Market survey
- ❖ Survey of consumers
- ❖ Market visits as a mystery shopper
- ❖ Monitoring the activities of the Brand Advisors (BAs)

❖ Secondary Data:

- Official website of Unilever Bangladesh Ltd.
- Online articles and research papers.
- Observing daily activities of activation and brand managers.

1.5 Limitations of the study

There have been some issues that were of concern while constructing this report such as confidentiality, company legislations etc. Some of the constrictions that were faced during this internship program as well as while generating the report are being mentioned below-

1. The internship period was only limited to four months, which is hardly enough time to understand the Activation campaign with enough transparency.
2. Unilever Bangladesh Ltd is very strict about data/information confidentiality policy. Therefore, I was not at a liberty to reveal much information in the report.
3. The information shared in this report is widely based on individual experiences, so the views and opinions are limited to only me.

Chapter 2

An Appraisal of Activation Activities of

LUX

2.1 An overview of different products of LUX

It is the goal of LUX to give women that million dollar feeling, every time they use a LUX product, be it one of their fragrant beauty soaps or refreshing body washes. LUX believes beauty doesn't have to be a chore and brings a combination of fun, pleasure and comfort to women's beauty routines all over the world. Since its start in 1924 as the first mass marketed beauty soap, LUX has made its way to over 100 countries across the globe and is now the most recognizable soap brand in the world. During this long journey, some of the world's most talented and beautiful women have become a part of LUX's history as brand ambassadors.

LUX combines exquisite fragrances with the most exotic ingredients to give consumers a truly unique bathing experience. Consumers can choose from a range of luxurious soaps and body washes offered by LUX

2.1.1 LUX Range of Variants

LUX Strawberry & Cream- Created with a sumptuous mix of luscious strawberries and moisturizing cream extracts that leaves your skin soft, LUX Strawberry & Cream gives you silky skin like never before.

LUX Peach & Cream- blends juicy peach and moisturizing cream extracts to give you velvety, soft skin.

LUX Fresh Splash- is crafted with the icy freshness of cooling mint and the invigorating power of sea minerals to transform your skin from dull to vibrant in an instant.

LUX Sandal & Cream- uses extracts of alluring sandalwood and a unique consistency of moisturizing cream to give your skin a captivating and mesmerizing glow.

LUX Purple Lotus & Cream- is infused with fragrant moisturizing and beauty oils, leaving your skin silky smooth.

LUX's stunning range of body washes are crafted with spellbinding fragrances and exotic ingredients to produce a magical bathing experience which leaves your skin soft, perfumed and pampered. Choose from LUX Strawberry & Cream Body Wash, LUX Magic Spell Body Wash and LUX Peach & Cream Body wash.

2.2 Campaigns of LUX

LUX campaigns have won millions of hearts over the decades. Popularly known as the beauty soap of film stars, LUX has been an intimate partner of the brightest stars on the silver screen for decades. An ode to their beauty, an announcer of their stardom, advertising campaigns on LUX have featured film stars across the nation, promising their beauty to ordinary women. In Bangladesh, almost all of the beautiful faces in media from different generations have been associated with LUX over the years. Stars like Doyel, Champa, Suborna Mustafa, Nipa, Shakila Zafar, Bipasha Hayat, Afsana Mimi, Shomi Kaiser, Mou, Kushum Shikder and Aupi Karim have all emerged in the media via LUX. However, this star depended communication was slowly seen to be losing relevance, as consumers were beginning to question if the film stars actually used the brand. Thus, for the first time the film star was used as a communication device and not as the main feature of the advertisements. With the new communication strategy, the film star is used purely as a communication device to portray star quality in every LUX user. The idea - bring out the star in you - puts the consumer at the heart of the brand's promise. This promise grows beyond the functional deliverables of soap, beyond bathing and the bathroom to the world outside. This is a successful attempt to bring the brand closer to its users and to give a more youthful and contemporary image.

LUX Channel I Super Star Activation

LUX Channel I Super Star is reality TV talents hunt show in partnership with Channel I. The talent hunt is the search for the next Super Star - someone who is vivacious, smart, confident and definitely beautiful to represent LUX. The show emerged from another iconic activation "LUX Anondodhara Miss Photogenic Bangladesh" which ran successfully from 1997 to 2003. LUX Channel I Super Star was first launched in 2004 with the promise of exclusive training, Super Star lifestyle and stunning career break in media for the winners. This show became bigger and better over the years and became a platform that transformed many ordinary girls into superstars.

Over the years, LUX has created a galaxy of superstars through this activation e.g. Shanu, Momo, Bindu, Badhon, Mim, Mehzabien & so on and has become a global benchmark for brand building in Unilever world.

LUX "Mato Ruper Rong e" - Rural Activation

Over the years LUX has been challenged with the need to strengthen the brand's performance in rural areas by taking the brand to the bottom of the pyramid and to conservative consumers with appropriate vehicle. To overcome this challenge, LUX has been carrying out rural activation-taking LUX directly to the doorstep of media-dark rural consumers. This rural activation is designed around the new LUX philosophy and was rolled out in the form of "LUX Mato Ruper Rong e" or "Play with Beauty". The activation goes on in three phases i.e. household & school visit by brand promoters, LUX superstars' visit to rural household and prize giving ceremony on writing contest - one after another to ensure participation by the consumers, trade and local media.

Meet LUX Star Campaign

Recently the brand LUX is running which is Meet LUX Star Campaign. Meet LUX Star Campaign is another activation program in of brand LUX in which a contest is running where the participants will be called from a particular number and were asked several questions of which they have to give correct answers. The lucky winners will get a chance to meet the LUX superstars Moushumi, Momo and Mehzabeen who will visit their houses.

Recent developments

In 2007, LUX re-launched its brand proposition on "Play with beauty" brand philosophy based on the brand essence of "Unapologetically feminine". "Play with Beauty" represents the brand philosophy of LUX. It encourages women to celebrate their own beauty and never deny themselves of this basic feminine instinct. LUX invites women to set free their inner spirits into the world of beauty and play with it. LUX believes there are no ugly women only lazy ones. LUX encourages women to enjoy the process of beauty without constraining themselves. This

was launched with the global beauty balloon campaign featuring Aishwarya Rai as the brand ambassador. LUX soap range was re launched in 2010 with "beauty oil drop" for "Satin Soft Skin". For this communication Katrina Kaif was casted as the brand ambassador. All these created an experience in pampering indulgence and luxury designed for every woman to "behave beautiful, glamorous, sophisticated and luxurious". LUX believes in a woman taking pleasure in herself. Nevertheless, however much LUX might indulge the user with its pleasures, it never makes her feel guilty. LUX has always legitimized beauty for women.

LUX believes that every woman can make herself beautiful by giving herself a second skin by artfully adorning herself. And once she has done everything in her power to ensure that she looks gorgeous, the LUX women will most certainly enjoy using her beauty. She will, in other words, "Behave Beautiful".

LUX beauty is glamorous, smart, sensuous, confident and provocative. She essentially is the woman that every woman wants to be. For LUX, beauty is the key that opens doors to opportunity and serendipity.

LUX is about celebrating femininity & beauty. Being beautiful also empowers the woman to enjoy the pleasure of using her own beauty. For the last 50 years, LUX invited the women of Bangladesh to enjoy the pleasure of being beautiful and women of Bangladesh showed that with LUX they definitely can.

2.3 Duties and responsibilities as an Intern

On the 12th of May, the first day of internship, I was assigned under the Brand Manager of LUX of Unilever Bangladesh Limited. I was assigned under three running projects which were LUX Channel I superstar 2014, Activation of LUX Body wash and Market Survey of LUX sandal and cream and later after the extension of my internship I was assigned to work under another campaign which was Meet the LUX stars. During my internship, I have carried out not only the tasks assigned by my line manager but have volunteered to assist other brand managers as well.

My key duties and responsibilities were as follows:

1. **LUX Channel I Superstar 2014-** After joining as an intern, my first task was to visit different registration venue to look after whether the agencies are working efficiently or not

and to find out the good and bad things about the ongoing registrations of LUX Channel I Superstar program. After that I have to work during the audition round and I was supposed to help my Brand Manager to organize the pictures of the participants and to coordinate the event. I also have to monitor the Facebook page of LUX and also had to input the marks of the participants.

- Hence to begin with I have coordinate the events of the program like registration, audition etc.
- Monitored the Facebook page for any disturbance and if found any I had to communicate with the agency.
- Helped my line manager in organizing the pictures and marks of the participants.

2. **Activation of LUX Body wash-** I used to visit the activation venues to check on the effectiveness of the programs and also conducted mystery visit to observe the real scenario and to find out whether the beauty advisors (BA) are facing any problem or not. Once or twice in a month I used to conduct intensive visits to all of the outlets of Dhaka Metro (Approximately 50 or above) for secret audit of BA. I had to score them on their grooming, appearance, diction, presentation, grace, performance, etc. I also had to prepare reports on my visit as a mystery shopper in the markets and had to present them to my superiors.

3. **Market survey for LUX Sandal and Cream-** I had to visit several markets on daily basis to find out whether the shopkeeper are aware of a particular variant of LUX, which is LUX sandal and cream. I had to survey small shops as well as consumers in different areas of Dhaka city to find out whether they are well aware of the product and its characteristics and also to find out whether the sale of the soap is going good or bad. I had to make lists of the name of the shops of different areas and names of different consumers and had to report each finding to my line manager.

Besides working under the projects of LUX, I have also helped the brand managers of Ponds, Rexona and Lifebouy in visiting and conducting market surveys and preparing reports.

2.4 Findings from Activation and Survey

Brand activation is not a theory; it is a natural step in the evolution of brands. Brand activation is looking deeper into the possibilities within the brand, its strategy and position to find assets that have relevant consequences for the whole company. A brand can be activated in a range of situations, best summarized in four cornerstones; Products and services, Employees, Identity and Communication. Brands face new challenges in giving meaning to a company's whole relationship with the customer. Hence, activation becomes meaningful in to serve this purpose. On the other hand market survey is where you actually speak to members of your target audience who are an important part of market research. During my four month internship period if have worked under the activation of LUX body wash and had surveyed market for LUX sandal and cream soap. My findings were:

Market Survey of LUX Sandal and Cream

I surveyed several markets of Dhaka City which includes areas like Gulshan, Banani, Uttara, Mohammedpur, Dhanmondi etc. I prepared a questionnaire (Appendix 1) based on the 4Ps of marketing which is used to survey the markets. Several shopkeepers and customers were asked questions to gain an insight about the real market situation. Some of the findings were:



Findings: 118 respondents said they like LUX Sandal because of its color and fragrance and 70 respondents said that they like the soap because of its good quality. Only 1 percent of the total respondent said that they like the product because it is reasonably priced which shows that the consumers are not much worried about the price of the product rather they are more concerned about the benefits provided by LUX sandal and cream.



Findings: Out of all the respondents, 23 percent said that they liked the product very much. On the other hand 24 percent said they liked the product whereas another 24 percent consumers said that the product is average. 29 percent of the respondent said that they have never used it. It implies that most of the customers are not aware of the product but the ones who used the product is quite satisfied with its quality and liked the product.

These were some of the findings from the market survey of LUX sandal and cream from consumer ends.

I also survey several shop keepers, different markets, modern trades in different areas of Dhaka city to find out whether they are aware of the product and if they can properly communicating with the customers about the benefits of the soap.

Here is a sample of the feedback I obtained from one of the shopkeepers in Gulshan area of Dhaka city.

Name of store	Gazi general store
Location	Gulshan
When asked for lux sandal	The shop keeper hands over the right soap and was calling it yellow lux
When asked for the characteristics	The shopkeeper said that it contains sandal wood
When asked for the benefits of the soap	The shopkeeper said that it provides all the benefits of sandalwood.
Storekeeper feedback	The soap is not bad but its sale is not up to the mark.

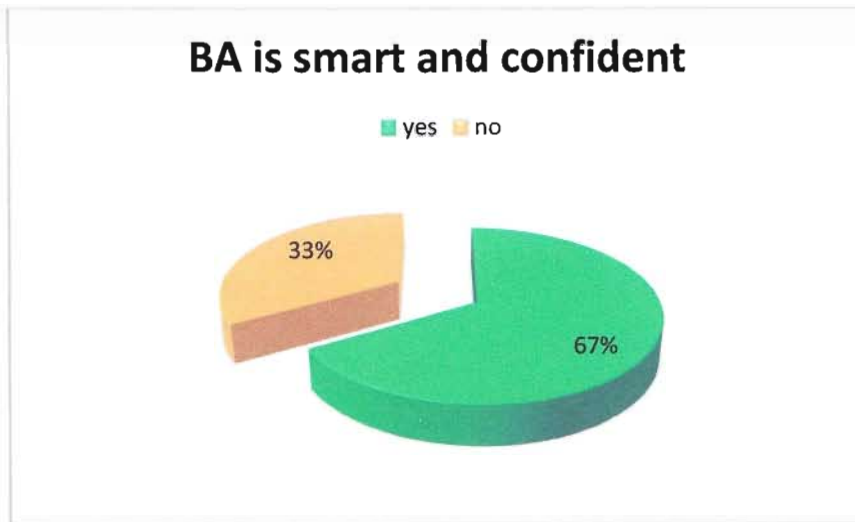
From my survey I found that the product is available in 99 percent of the stores. Almost 90 percent of the shop keeper said that the soap contains sandalwood and makes skin fairer; however none of them were able to say that the soap contains the world best perfume which makes the skin fragrant. Another major observation was that most of the shop keeper doesn't know its correct name and thus call the soap as yellow LUX or LUX Sandalina, which is completely a different brand of another company. Another shocking finding was that although the soap is very good in quality, but the sale is not very good as consumers prefer to buy Sandalina over LUX sandal and cream.

Activation of LUX Body wash

As part of the activation program of LUX body wash, I had to visit several markets as a mystery shopper in order to see whether the beauty advisors or brand advisors (BAs) are up to the mark and whether they have good communications skill or not. I also had to check the number of products available in the shops and whether there are any grey bodies present and if present what are the prices and the variants. The activation of LUX body was running in several markets in different areas of Dhaka. The areas include Gulshan, Banani, Uttara, Mohammedpur, Dhanmondi etc.

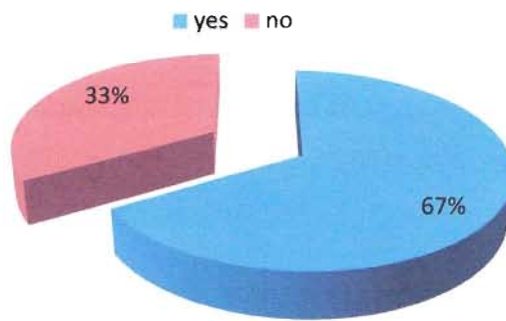
Due to privacy policy only a few findings from this activation are discussed in the next page.

Beauty advisors were evaluated on several criteria. Like whether they are smart and confident, whether they have good communications skills or not and thus communicate the benefits of the product well. Consumer's responses to the beauty advisors were also recorded so as to find out whether the activation is fruitful or just it's a waste of money and time. A BA checklist (appendix 2) was prepared to use during the activation.



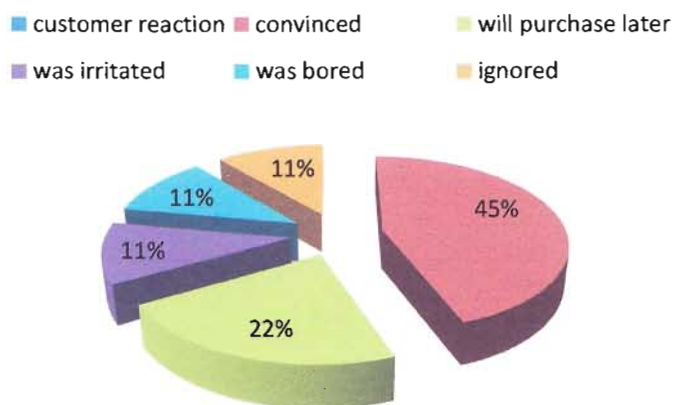
Findings: I communicated and worked with 9 BA s and out of those 67 percent was smart and confident however 33 percent were not so smart and confident.

BA has good communication skills



Findings: Out of the total number of beauty advisors, 67 percent has good communication skills ie they maintain proper eye contact, greets customers with salam and communicates the benefits of LUX body was properly. However 33 percent of the total numbers of BAs were not that very good at communicating. They somewhat lack communication skills and was not able to make a good number of contacts.

Customer Reaction



Findings: Customers responses were recorded. It was found that 45 percent of the customers were convinced by the beauty advisors and purchased the product, whereas 22 percent said that

they will purchase the product later on. Only 11 percent of the total customers were irritated by the communication of the BAs, which is very low in number.

Apart from communicating the BAs, I also had to visit several stores, modern trades and markets to find out whether LUX body wash is available in the market and also to see whether the shop keepers are still selling grey bodies or not. I also had to find out the number products, prices and variants of competitor brands available in the markets.

Here is a sample of one of the store which is visited as a mystery shopper to find out the following information.

Name of store	Almas (Dhanmondi)	
Number of product available	60	
Variant	No of pieces	
White impress	Na	
Magical	20	
Velvet touch	15	
Soft and smooth	25	
Box available	No	
Competitor		
Brands	Pieces	Price
dove	25	
Pamolive(large)	15	519
Pamolive(small)	5	180
Farmasi	11	350
Essential Extract	10	520
Imperial leather	10	175
Adidas	10	315
Boots	20	320
St Ives	5	460
Grey Body	No	

From my survey, I found out that the product is available only in the modern trades, but the availability of the product is very less in the malls and other stores. Most of the malls and stores prefer to keep grey bodies and sell them at a higher price. One very schoking finding was that most of the shop keepers tear the sticker of Unilever Bangladesh Limited from the bodies of the

bottles and then sell them at a higher price, bluffing the customers by saying that it is an imported product from Thailand. When I asked them why they are doing this, they told me that consumer's trust in products from abroad, and they presume products of Unilever Bangladesh Limited as Indian products. So to gain consumers trust and to sell more products they are removing the stickers and selling the product.

These were some of the finding that I found out while working under the activation program and conducting my market survey. I tried to take out as much information as possible from the market so that it can help the activation run properly in future.

Chapter 3

Problems of Activation

No process is free of flaws and problems. While doing my internship I had to look after the activation program of LUX body wash and had to find out the problems that were involved with the program. I had to visit the markets where activation is running as a mystery shopper and had to look for any problem and then I had to report it to my boss. Although the activation program is helpful in increasing the sale of a product, however I found some problems of activation.

The problems are as follows:

1. First of all, activation requires a lot of investment, however the outcome of these activations are still questionable. It is not possible to measure the results of activation and its impact on sales.
2. Although Unilever was the pioneer in doing activation, but now even the local companies are running activation programs to attract consumers. So the level of competition has increased significantly and it has become an usual thing, so the consumers are no more interested with activation programs.
3. The activation of LUX body wash has just started, so it will take some time for the activation to become successful.
4. One of the major problem is the program is only running in Dhaka, so it is only affecting the sales growth of Dhaka; however the products are available throughout Bangladesh.

Chapter 4

Suggestions for the improvement of Activation

activities of UBL

LUX

4.1 Suggestions

- ❖ UBL should not only think about activation and marketing but also take into consideration the quality of some of UBL brand products. Urban people are now-a-days very careful about their lifestyle and most of them prioritize quality over price.
- ❖ Availability and accessibility of the products in the local nearby shops are very important. As this will determine their daily usage habit. During my field visits I have found that distribution needed to be improved.
- ❖ For more and better convenience to all the employees in their outdoor work, Unilever should have their own transportations rather than hiring third party (Rent cars).
- ❖ The ROI of activation programs should be checked more precisely to invest such huge amount of asset.
- ❖ More surveys and market visits should be done for each project to get an overall insight about the market.

4.2 Conclusion

It was a great opportunity and experience for me to work for Unilever Bangladesh Ltd, which being a multinational corporation had much to offer in my first phase of corporate life. Brand Activation is essential for any FMCG corporations like Unilever Bangladesh Ltd. This report is all about my contributions to the activation campaign. As per my work data and evidence, brand activation is quite successful for brands of Unilever. However, the real result can be deduced after seeing the sales trends after a couple of months in the areas where the activation campaigns were held.

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Appendix

1. Questionnaire

LUX Sandal and Cream

1. How did you get to know about LUX sandal and cream?
 - a) Commercials
 - b) Billboard Ads
 - c) Public Relation
 - d) From a Friend
 - e) From store keeper

2. Did you like the product?
 - a) Very much
 - b) I liked the product
 - c) The product is average
 - d) I didn't like the product

3. Is the product readily available
 - a) Yes
 - b) No

4. Is the price of LUX sandal and cream reasonable?
 - a) Yes
 - b) No
 - c) Others _____

5. What do you like about the soap?
 - a) It makes skin soft
 - b) Fragrance
 - c) It makes skin fairer
 - d) It makes skin fresh

2.

-7

	Name of Market		
	Name of store		
	Name of BA		
		YES	NO
1	BA is smart and confident		
2	Greets customers with Salam		
3	Ask customers what they are currently using		
4	If soap, effectively persuade them to use body wash		
5	communicates the benefits of Body Wash		
a	Less Alkali		
b	Makes skin soft and smooth		
6	Communicates the benefits of each variant of LUX body wash		
a	White impress(gives fairer skin)		
b	Magical spell(very good perfume)		
c	Velvet Touch (silk protection extract)		
d	Soft and Smooth(silk protection extract)		
7	Inform the customers about the special promotion		
8	Good communication skill		
9	Time spent with each customers		
10	customer's reaction (convinced, bored, make purchase, will purchase next time, irritated, ignore etc)		