```
def encode(message):
   count = 0
   character = ''
   previous_char = message[0]
   result = ''
   length = len(message)
   i = 0
   while (i != length ):
      character = message[i]
      if previous_char == character :
          count = count + 1
      else :
          result = result + str(count) + previous_char
          count = 1
      previous_char = character
      i = i + 1
   return result + str(count) + str(previous_char)
encoded_message=encode("ABBBBCCCCCCCAB")
print(encoded_message)
   1A4B8C1A1B
```