



ULAB

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Assignment Paper On:

[Part III-PR Campaign: Final Campaign Plan]

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Big Idea

The big idea which will be a great turning point for the brand will be introducing a new tea product which is ICE TEA. This can be a very great idea or opportunity for the brand. Because in the market there are established competitors of the tea, but in ice tea, there are no current competitors in the market. This new product can be a turning point for the company. Because in this new segment without any competitors this new product can reach a vast audience with minimum of challenges involved. This idea can create a new vision for the consumers towards tea which they never had before. This will create a great interest with a curiosity which can be a great thing to hit the mindset of the consumers.

Challenge/opportunity the campaign plan is addressing, including marketing objective(s) and target audience(s).

Opportunity-

KK has a good brand impact which will help the product to have the trust of the consumers.

Ice tea is one of the products of KK which is very much popular in foreign Countries. So if we introduce such a good product which is praised in other countries then this will be also an interesting thing for the consumers of the new product.

This is beyond ice tea, this is not regular tea or ice tea which has a fixed taste. It is the organic ice tea that will be a great tagline for the marketplace places. And good marketing using proper channels will grab the attention of the consumers.

Health-conscious people seek a healthy beverage that is not available in the market places, so it can be a great product for the consumers who want to switch from cold drinks but can't find anything to drink chilled and refreshing with healthy benefits.

Challenges-

The main difficulty with this product can be effective promotion. Benefits and pertinent health concerns must be introduced properly. Whether or not they can reach their target audience will be a challenge for them. As we introduce a brand-new product to the market. The issue would then be how well customers could adapt to their products quickly. If or not the product will dominate the market. Therefore, our main task is to make our items stand out in the market.

Marketing objectives-

As we introduce ice tea, be aware that this is not the same as regular tea or ice tea with a set flavor. And using the right channels and strong marketing will draw customers in. It can be a terrific product for consumers who want to switch to cold drinks but can't find anything to drink chilled and refreshing with healthy advantages. Health-conscious people search for a healthy beverage that is not readily available in the market places. Therefore, if we achieve our marketing goals, we will have reached health-conscious consumers.

What new will be covered in this report?

This report will examine our precise target audience, a social media audit, consumer research on our target audience, and data on social media usage. Additionally, it will quickly describe the opportunity or difficulty that the campaign plan is addressing, along with its marketing goals and target markets. In this campaign plan, we investigate the big idea of how Kazi and Kazi tea introduces a new product to their target market and how this big idea can be used to communicate a significant brand narrative across a variety of communication channels while also fitting into our culture. To effectively communicate our big idea to our target audience, it is crucial that we choose the right media outlets. It will also detail the ways in which the new campaign effort will incorporate existing traditional advertising, public relations, digital marketing, promotions, brand characters, and brand taglines.

Target Audience-

Target audiences are the group of people who we are trying to reach through our efforts and strategies. For a target audience, we need to know about their interests, behaviors, and also demographic features such as gender, age, income, education, and also the locations. For this campaign, we are focusing on a niche audience like ULAB students and their demographic features that will help us to know about their interest in drinking Tea and many more. From the categories of audiences, we are mostly targeting Cold audiences. Cold audiences are peoples who have never heard of or used the brand, products, and services. As our primary target audiences are the ULAB students then we can possibly say that they have the habit of drinking tea. On our campus, we have many tea stalls and the number of students is noticeable there just to drink tea during class break time. If we can reach out to them and introduce them to our unique products and the benefits of our products. If we encourage them about our brand loyalty and realize to them our products are different then their purchases can be repeated. this will help us to reach our targeted goal of this campaign and build a healthy relationship with customers.

Demographic Target-

Demographic segmentation is the process of categorizing the customers and the target audiences into a number of characteristics. This usually includes age, gender, income, and location. Our company Kazi & Kazi tea focuses on customer satisfaction and Organic healthy products. They want to make the customers satisfied with the products of their brand. There are also many more flavors of tea here. If we want to divide the target audience of Kazi and Kazi's tea based on age then.

12 - 19 years old students just prefer different flavors of tea media 0 to 34 years old students (around 61%) mostly consume 2-3 cups of tea per day. (Jakia et al., 2021)

University students included keeping alert during the examination period (38.8%), followed by the removal of anxiety and stress. (Jakia et al., 2021)

Older people like 35 to 64 age are not our target audience in this campaign.

If we want to define gender wise then the company of Kazi & Kazi tea emphasizes both Male and Female.

The students of our university are mostly active on social media –

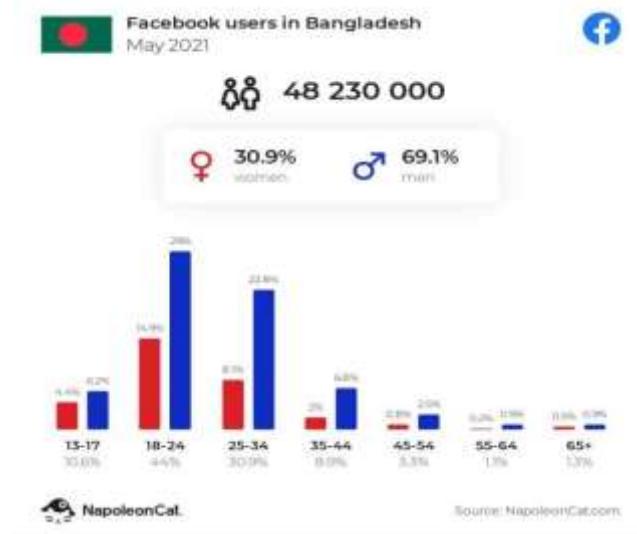


Image 1: Facebook user in Bangladesh based on age

Facebook statistics- This survey shows the social media user rate in Bangladesh. There were 48

230 000 Facebook users in Bangladesh in May 2021, which accounted for 27.7% of its entire population. (Facebook Users in Bangladesh, 2021)

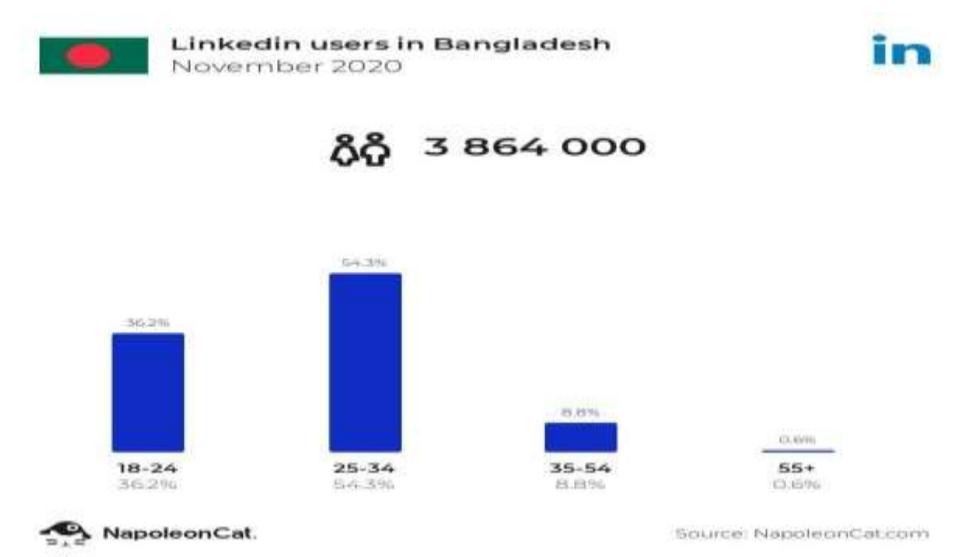


Image 2: LinkedIn users in Bangladesh based on age

LinkedIn Statistics- There were 3 343 000 LinkedIn users in Bangladesh in April 2020, which accounted for 1.9% of its entire population. People aged 25 to 34 were the largest user group (1 900 000). (LinkedIn Users in Bangladesh, 2020)

WhatsApp Statistics- With 1.5 billion monthly active users around the globe, and 22% (around 40 Million) users in Bangladesh, social-media communication giant WhatsApp is being actively used as the primary communication platform in the country. (“Ridesharing App OBHAI on WhatsApp - A First in Bangladesh,” 2021, #)

Instagram Statistics- Numbers published in Meta’s advertising tools indicate that Instagram had 4.45 million users in Bangladesh in early 2022. This figure suggests that Instagram’s ad reach in Bangladesh was equivalent to 2.7 percent of the total population at the start of the year. However, Instagram restricts the use of its platform to people aged 13 and above, so it’s helpful to know that 3.4 percent of the “eligible” audience in Bangladesh uses Instagram in 2022. It’s also worth noting

that Instagram's ad reach in Bangladesh at the start of 2022 was equivalent to 8.5 percent of the local internet user base (regardless of age). In early 2022, 33.0 percent of

Instagram's ad audience in Bangladesh was female, while 67.0 percent was male. (Kemp, 2022)

YouTube statistics- Updates to Google's advertising resources indicate that YouTube had 34.50 million users in Bangladesh in early 2022. This figure means that YouTube's 2022 ad reach was equivalent to 20.6 percent of Bangladesh's total population at the start of the year. To put those figures in perspective, YouTube ads reached 65.6 percent of Bangladesh's total internet user base (regardless of age) in January 2022. At that time, 42.1 percent of YouTube's ad audience in Bangladesh was female, while 57.9 percent was male. (Kemp, 2022)

Twitter- Numbers published in Twitter's advertising resources indicate that Twitter had 756.6 thousand users in Bangladesh in early 2022. This figure means that Twitter's ad reach in Bangladesh was equivalent to 0.5 percent of the total population at the time. However, Twitter restricts the use of its platform to people aged 13 and above, so it may be helpful to know that 0.6 percent of the "eligible" audience in Bangladesh will use Twitter in 2022. For additional context, Twitter's ad reach in Bangladesh was equivalent to 1.4 percent of the local internet user base (regardless of age) at the start of the year. (Kemp, 2022).

Kazi and Kazi tea mostly focus on premium people who like drinking quality tea. They have expensive and very good quality products for the customers who can afford them but also Kazi has many different types of tea for different income segmented peoples. To define the audience according to income here is some of the income basis –

- Students of a private university can easily afford Kazi Tea.

Social media audit-

Who	Main target audiences	Where	What	When	Why
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Kazi & Kazi tea	ULAB students	Facebook	Survey	Recent	Promote consumers new, existing flavors
		What's app	Survey	Date/time	Promote new flavors & pictures of people using the products
		Twitter	Survey	+	Branding
		LinkedIn	Survey	+	Campaign
		Google	Survey	+	Campaign
		YouTube	Survey	+	Same as other platforms as well as comments on the existing campaign and shows
		Snapchat	Survey	+	Campaign
		Instagram	Survey	+	Campaign

A campaign big idea with a theme/hashtag across various communication channels.

Big Idea Tagline-

#Refresh the way you are.

Tea is a refreshing product and we all know that. But it can be refreshing in another way which is not the old one.

#A taste that wakes you up.

Can be the other tagline for this new product. Because any cold drinks which are in the market they can't use the "healthy" word to their product because they are really not healthy. But our new idea which is organic tea can use the healthy tag on their drinks and this will be the first cold drink that will serve healthy refreshments.

Communication channels-

Social media platforms like Facebook and Instagram can be used as avenues to contact the audience. Using the hashtag #drink organic on Instagram can help you connect with people who care about their health. And #healthy cold drinks for Facebook, which aims to reach the great majority of people who wish to live a healthy lifestyle but can't locate any healthy refreshments. Use the hashtag #organic refreshment in Instagram advertising campaign to draw in healthconscious individuals. For an example a public figure who's promoting the product. And also to introduce our product in such platforms that ought to appeal to people's minds which can be a perfect strategy in communicating with the new generation.

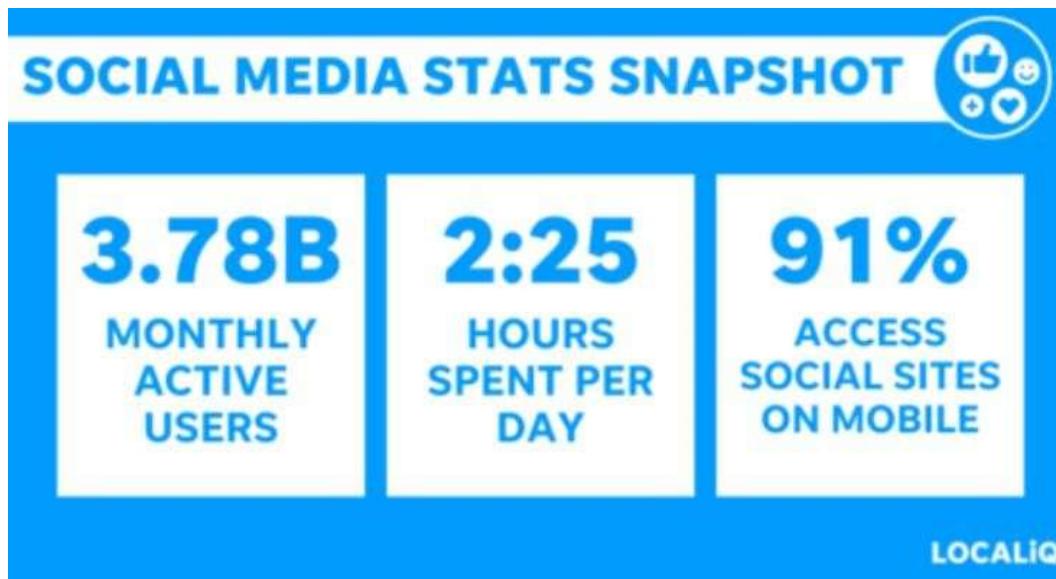
Targeted Social Media Channels-

Social networking can be a highly useful tool for businesses of all sizes. However, the social networks someone pick might have a significant influence on a company's prospects of success.

Social media outlets reach approximately half of the world's population. Others with smaller but more focused audiences include Twitter, Flipboard, and BizSugar. These social networking sites have granted 321 million users which is not a tiny number. But when compared to other popular social media platforms like Facebook and Instagram it is far away. Each company must choose the

optimum social media marketing mix for their unique demands and target clients. However, companies must first comprehend the possibilities offered on the market's social media platforms.

A social media statistics snapshot show the engagement of audiences in the media platform.



Here are some of the social media channels which will be impactful while considering a business strategy through social media channels that addresses the target audience, message and the big idea-

Facebook- Currently Facebook is one of the most popular social media sites that has more than 2.7 billion users worldwide. Facebook is one of the most mandatory social media organization when it comes to media marketing strategies. This site is popular regardless of various genders and age differences used by teens to grandparents. Facebook will try to reach as many as audiences possible based on our target audience as most of the demography of our campaign reflects with the health conscious young generations organizing a plan towards them through

Facebook will be a profitable asset. We could sign up for various Facebook pages, create groups and even host events for the advertisement of our product through Facebook. With the help of extra features provided by Facebook like targeted advertising to live broadcasting that increases our reach of audience engagement towards our product. Incorporating our product adds in between the popular videos is another form of ways to reach out towards our audience. According to a statistics

from (World Stream) Facebook users click on an average 12 ads per months. Based on this social demography taking steps towards the product promotion is a great idea.



Image 3:

Here is a sample of social media advertisement through Facebook

Instagram- Instagram is a social networking site that focuses heavily on visual aesthetics and is mostly used as a smartphone app. Users can upload photographs, video clips, live broadcasts, and day-ending narratives. Over a billion individuals use this app. Its user base is substantially younger than that of Facebook which is a positive site for our promotion. On the other hand, influencer marketing is significantly more useful on this platform than on others. Using Instagram influencers, we can target the correct audience with the right content. Promotion of our products through sponsoring with the help of popular influencers is one of the quickest way to reach our targeted audience. Concise and brief ads which will represent as short stories could also be posted in Instagram as reels which nowadays is quite popular within the young generations.



Image 4: Here is a sample of social media marketing through Instagram

YouTube- Nowadays people undoubtedly already use YouTube if anyone want to make video material for business purposes. YouTube as a video social networking platform, we may submit a content created as our own videos shown how our product is and would benefit for the purposes towards our audience, we can also share them on other sites, make playlists, and even engage with other users. YouTube has almost 2 billion monthly active users. Even more people watch videos without creating an account. Businesses publishing valuable video material like how to grab or to do demos can use YouTube as part of their social media marketing plan due to its large and diverse user base. Through YouTube ads we can also engage a large amount of our targeted audience as people usually use YouTube for their work or recreational purposes so their engagement to this media site is constant and permanent which would be one of the perfect aspects in spreading our businesses.



Image 5: Here is a sample of social media marketing through YouTube

Tiktok- Tiktok is a brand-new social networking site that specializes on short and viral videos. Once again, its primary target population is often young individuals. On other websites, though, some of the videos are also posted. The app is used by almost 800 million people each month. Consequently, it may be a useful element of a social media marketing strategy for creative companies who want their material to appeal to youthful audiences. Nowadays videos that are mostly popular are short and people are addicted to constant scrolling. Through TikTok we would create short and precise message that needs to be delivered to our primary targeted audience via various attractive taglines that conveys the main message towards our targeted audience. According to a survey via (World Stream) it is found that 46% of the TikTok audience engages in the app without any other distractions. And over 70% of the people who have a positive experience with business sites in the social media are likely to recommend that particular business to the other networks.



Image 6: Here is a sample of social media marketing through Tiktok

The social media platforms that the marketers use for their strategies should primarily be determined by the target audience and the objectives. For instance, individuals that want to market to Generation Z could do better to establish a presence on websites like Instagram, Snapchat, and TikTok. For companies like publishers that want their content to stand out,

Twitter, Medium, and Flipboard may be the best options. Big brands like Facebook and YouTube are likely to be used in many social media marketing initiatives. Digital Marketing such as current traditional advertising, public relations, promotions, brand characters, and brand taglines will be integrated into the new campaign effort.

There are a few actions we should take to launch the product by itself with the brand through a campaign in order to get the best success for the product. The usage of conventional advertising is also necessary to reach everyone. Public relations should be handled with care, as in "we care for your health along with refreshment in an organic approach," as this will help to forge a strong, dependable, and caring relationship with the customers. People that represent a brand should be the heroes of health-conscious people. There are numerous health-conscious influencers who may serve as brand ambassadors if we solely focus on ULAB. Promotions can be carried out by introducing the product in health facilities such as fitness centers or hospitals where drinking traditional, unhealthy beverages isn't advised. And this will help to reinforce the idea that our product is sufficiently organically healthy to refresh without endangering anyone. Current social media channels are no longer needed or how the strategy on those channels needs to be changed.

Facebook- This is a post from their Facebook feed. If we compare this post to those of their rival brands, Kazi and Kazi tea, we find that it is not as appealing to those other brands. The fundamental issue is that they can't effectively connect with their target audience. The news feed post has to be more beautiful and changing. They ought to publish new content every day and raise their promotional posts to increase the number of individuals who see their goods.

Facebook is a social network and messaging service, as is common knowledge. Through profiles, groups, posts, and updates, it brings together individuals with similar personal or professional interests. The brand face of Kazi and Kazi tea should be well-known in order to influence consumers and pique their interest in purchasing the company's goods. Additionally, blogs are really popular right now worldwide. Many businesses have used bloggers to market their products. In the end, these bloggers do truly help them to advertise their business.



Image 7: Facebook post from Kazi and Kazi tea

Instagram- A platform for sharing media is Instagram. It was primarily designed for the sharing of audio, video, and image files. Instagram places a lot of emphasis on images. The Instagram feed for

Kazi & Kazi tea is not frequently updated. In their post, they didn't provide any audio or video. They need to update their customer connection options. For instance, consider audio or video advertisements. They can also make use of the cutting-edge news concept of photo posting. Additionally, they ought to create Instagram reels given that, as is well known, these are presently extremely much liked by Instagram users.

Here is a sample recipe for green tea along with some suggestions. They are permitted to publish posts and video reels of this nature once each day. It will be more appealing, and they can reach their target audience using various types of music, video, image or different taglines regarding the promotion.

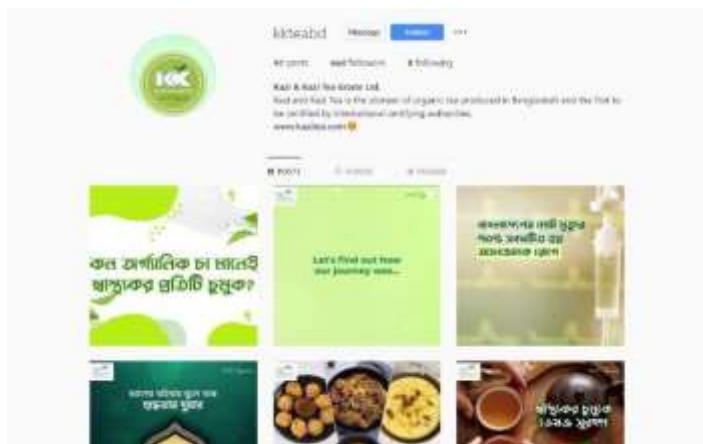


Image 8: Instagram post from Kazi and Kazi tea

Twitter- Since 2013, their Twitter account has been inactive. They ought to remove their older posts because they don't do anything to advance their brand. Additionally, the image quality is quite bad and boring. People struggle to relate their relationships to their products. Like they do on Facebook and Instagram, they ought to publish on their Twitter profile. Additionally, they must be active on Twitter. Depending on what is tweeted, the amount of retweets varies. Retweets are more common for tweets with promotional content and consumer engagement.

There is a sample image, for instance, that shows the type of tweets one should make on Twitter. The image suggests that conversing with your loved ones while sipping tea would revitalize both your body and mind like a flower.



Image 9: Twitter post

Budget-

Product Details-

Events	Products	Students & staff	other	Money amount
First two days	Can 300	1000*2		300*35 =10,500
Concert days	Can 3,500	3000+100		3500*35 =122,500
		Total		133,000/-

Stall	BDT
Booth	5,000
Fridge	KK
Volunteer	6,000
Banner & poster	5,000
Indoor games	1,000 (2days)
Total	15,000/-

Concert	BDT
Advertising	2,00000
Broadcasting	5,000
Stage	4,000
Decorations	4,000
Lighting	20,000
Sound	60,000
Maintenance fee	3,000
Food for guests	2,000
Band (Artcell, Aurthohin)	3,00000*2
Influencers (Ruba Khan, Riffatul binte chotibhai)	50,000*2
Free Wi-Fi	2,000
Total	10,00000

Stall maintenance-



Final Event-

In total – 1148, 000/-

Timeline

	Campaign Promotion Date		
K&K Ice Tea Campaign Schedule	1st June	2nd June	3rd June
1st day Stall/Promotion	10am- 7pm		
2nd-day stall/ Promotion		10am-4pm	
Concert Day/ Final Day			3pm- 7pm

Campaign Workflow-

The poster below represents a planned example of how the product poster should look-

A Taste That Wakes You Up



The image below represents an example of the concert's campaign poster-

Summer Music Concert 2022



Artcell, Aurthohin

ON SEPTEMBER 26, 2022

AT ULAB PERMANENT CAMPUS 15:00 (3pm)

BUY YOUR KK ICE TEA AND GET A ENTRY FREE



Concert card

Conclusion-

In this campaign plan we have mentioned our idea, plan, marketing strategies, product promotion and how we will execute a campaign for our publicity of our new product company K&K tea. We discussed their competitors and their innovative strategies for business. The current performance position of Kazi & Kazi tea in the market of Bangladesh and how much people are satisfied with it are highlighted. At first, we briefly state the challenge/opportunity the campaign plan is addressing, including the marketing objective and target audience. We then summarize the insights from the social media audit, budget, timeline and target audience consumer research including social media usage statistics support within text citation/full end reference. Then we explain how insights led to a campaign big idea with a theme/hashtag across various communication channels. We also considered how ideas can tell a larger brand story with all five acts from the social media story template. We selected social media channels or/and traditional channels by category and most

appropriate for the target audience, message, and big idea and then included user statistics that match the target audience and explain and show how the content/culture of the platform fits the big idea. We explained and showed that the current social media channels are no longer needed or that the strategy on those channels needs to be changed. We also highly discussed about how the current traditional advertising, public relations, digital marketing, promotions, brand characters, and brand taglines will be integrated into the new campaign effort. Our main goal for this campaign is to promote the ice-tea a brand new product of Kazi and Kazi tea. The marketing record of KK's products is mostly positive; their products are fresh, refreshing, and healthy and their philosophy of "100% organic tea", makes them different from the others. Through this campaign we can give a new product and it proved to people that KK's products are really good and unique.

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