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# Sales Management Presentation

## Slide

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## TVC Analysis banglalink TVC : Kotha Dilam

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# TVC

## analysis



**banglalink**

**Customer Care Advertisement**

**“*Kotha Dilam*”**

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# Behind The Scene

Payoff Line for the Campaign: "***We are there for you - we promise***"

TVC Filmed by **Kislu**

Main Model

**Faria**, Customer Care Representative, Banglalink

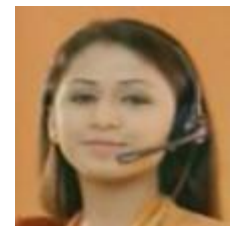
Creative Team of Campaign

**Saniat Hossain**, General Manager, Carrot Communications

Banglalink Brand Team

**Solaiman Alam** and **Irum Iqbal**

PR & Communication Manager, Banglalink



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# Type of Service

## Mobile Phone Operator



from

**ORASCOM Telecom Bangladesh Limited**



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# Target Market

Undifferentiated Market  
Mass Segmentation



# Appeal of The TVC

- Musical
- Emotional
- Caring



# Stimulus Factors of The TVC

- The Model
- The Background Music
- Color
- Physical Evidence

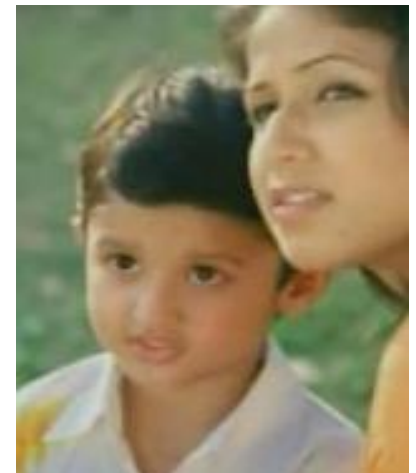




# Stimulus Factors of The TVC

## The Model: Faria

- A Model with a Beautiful Face
- Facial Expression
- Appearance: Decent & Formal Get-Up
- Young & Energetic Approach
- Gentle Attitude



# Stimulus Factors of The TVC

## The Background Music

- Jingle by Ornob
- A Well Acceptable Artist
- Giving Priority of Young's Choice
- Relevant Lyrics
- Soft Music with Gentle Tunes



# Stimulus Factors of The TVC

Color

Orange Dominated



# Stimulus Factors of The TVC

## Physical Evidence

### The Customer Care Office



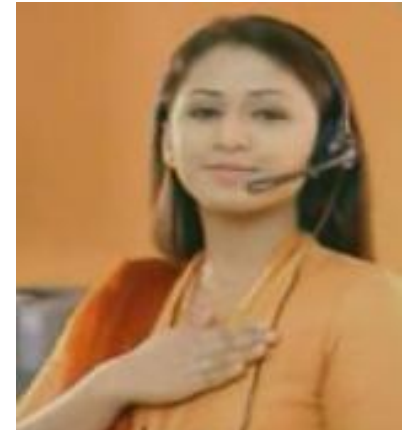
# Impact of The Source (Characters)

- Faria (Representing the soft nature of the service)
- Old Man
- Young Playing Children
- The Child
- Old Women
- Others in Customer Care Center



# Effect on Sales

- A Focus on Customer Care
- Customer Retention Through After Sales Service
- Promoting a Caring Nature





# The TVC Message & Sales Proposition

- TVC message gives information about customer service centre
- Promoting after sales service
- Role of Customer Care Service provider was Promising, Kind and Helpful



# Assisting The Type of Selling



Service Marketing

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# Strong Points for The TVC

- Nice & Attractive Presentation
- Beautiful Model
- Use of Own Employee
- Use of Brand Color
- Soft Tune & Tone
- Effective & Relevant Lyrics



# Some Criticism

- Too good music and beautiful model can distract in receiving the ultimate message (Partially True)
- Not focused to Corporate Clients
- Not properly pictured the young segment



# Recommendation



Lack of  
Detail  
Service  
Info



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