BRANDING STRATEGIES OF DAILY NEWSPAPER

INDUSTRY IN BANGLADESH

THESIS SUBMITTED TO THE UNIVERSITY OF DHAKA
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<u>Researcher</u>

Arup Kumar Ghosh

Registration No.: 125

Session: 2015-2016

Department of Marketing

Faculty of Business Studies

University of Dhaka

<u>Supervisor</u>

Dr. Haripada Bhattacharjee

Professor

Department of Marketing

Faculty of Business Studies

University of Dhaka

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LETTER OF TRANSMITTAL

February 11 2020

Dr. Haripada Bhattacharjee

Professor

Department of Marketing

Faculty of Business Studies

University of Dhaka

Subject: Submission of thesis paper on "BRANDING STRATEGIES OF DAILY NEWSPAPER INDUSTRY IN BANGLADESH"

Dear Sir,

This is a great pleasure to inform you that I have prepared the thesis paper on "BRANDING STRATEGIES OF DAILY NEWSPAPER INDUSTRY IN BANGLADESH" as a requirement of partial fulfillment of Master of Philosophy (M.Phil.) in Marketing Degree. During this study, I learned about popular elements of branding in newspaper industry and existing branding strategies. I also learned about probable development of the existing branding strategies. I provided my maximum effort to conduct this study. I tried to prepare this report carefully. I hope the whole work will satisfy you.

I would like to request you to accept this thesis paper. I beg your generous consideration for my mistakes in this report if any. I will be available at your convenient time for any query about this report.

Yours sincerely,

Arup Kumar Ghosh

Registration No.: 125

Session: 2015-2016

DEDICATION

This study is dedicated to my family members. They always encourage me to learn new skills. Without their support it will be very difficult to complete this study. My family members are my strength to go ahead.

DECLARATION

The work presented in this thesis is my own work. I have mentioned all citations and references properly. The work titled- "BRANDING STRATEGIES OF DAILY NEWSPAPER INDUSTRY IN BANGLADESH" submitted by me for the award of the degree of Master of Philosophy (M.Phil.) in Marketing at the University of Dhaka is based on my own work carried under supervision of Prof. Haripada Bhattacharjee Ph.D., Department of Marketing, Faculty of Business Studies, University of Dhaka. I never submit this thesis or part of this to any other educational institute for the award of any degree or diploma.

Arup Kumar Ghosh

Registration No.: 125

Session: 2015-2016

February 11 2020

CERTIFICATE

This is to certify that the research work on "BRANDING STRATEGIES OF DAILY NEWSPAPER INDUSTRY IN BANGLADESH" exemplifying the results reported in this thesis has been carried out under my supervision.

This is further certified that research work presented here is innovative and appropriate for submission for awarding the degree of Master of Philosophy in Marketing.

Prof. Haripada Bhattacharjee Ph.D.

Supervisor

Abstract

Newspapers are like other products we use in our daily life. A newspaper can be a popular brand by following proper branding strategies. The major objective of this study is to define some winning brand strategies for Daily newspapers. Specific objectives are — to assess the quality of contents of newspapers, to evaluate promotional and social activities of the industry, to examine readers' perception about the branding of newspaper, to assess corporate and social image of the industry and to assess current branding strategies of newspaper industry. As research methodology mixed method was applied in this study. In qualitative part, focus group discussion and in-depth interview were conducted. In quantitative part, a sample survey was conducted. Purpose of the FGDs of readers was to explore the perception of readers about branding of newspaper. Another FGD explored branding of newspaper industry from sales, marketing and brand professionals. In-depth interview revealed corporate and social image of newspaper industry in terms of branding from sales, marketing and brand professionals. Sample survey among newspaper readers explored the perception of readers about branding of newspaper. The Daily Prothom Alo is the most popular newspaper among respondents of the sample survey. The Daily Bangladesh Pratidin is popular among low price newspaper readers. Loyal readers among FGD participants mentioned about their habitual fact of reading newspaper. They are habited to their favorite newspaper for news presentation style, special columns, features and other factors. Sport is the most favorite news genre among readers. Rosh Alo is the most popular supplement among readers, which is currently unavailable. Kishor Alo, a monthly magazine for the youngsters is most popular among readers. Newspaper publishers provide few promotional campaigns and have very poor recall among readers. Internet is the most favorite source of news among readers. Readers prefer discount on print edition monthly subscription than discount on online

contents. Advertisers prefer digital platforms for advertisement. Flexible and multiple attractive promotional message delivery options, low advertisement cost, high return on investment (ROI), easy tools to measure audience performance are attractive factors to choose digital platforms for advertisement. Target group and purpose of promotion are very important to choose an advertisement medium. For new launch, newspaper is preferred. For youth, digital platforms and FM is better. For homemaker, TV is preferred. Expenditure on event and activation is increasing. For newspaper, CSR activities and events are good ways to attract new audiences. All programs should be launched based on target group of the newspaper. Many events and activations provide opportunities to earn from advertisers. Popular elements of branding in newspaper industry are name, logo, masthead, color scheme, copy/look of newspaper, content, headline, photography style, authenticity and price. Newspaper circulation sales policy, advertisement sales policy, promotional tools and corporate social responsibility are also important for branding in newspaper industry. Newspaper publishers should provide diversified content based on customer choice and editorial policy. Newspaper design and look should be attractive and convenient enough for easy reading. Newspaper publishers can provide loyalty card to monthly subscribers to provide them different benefits like discount on monthly subscription or purchase of magazines. Attractive incentive can be offered to newspaper selling agents or ad agencies for target achievement. More promotional campaign on newspapers, online platforms and other medium can attract more audience. Engagement with readers through social media or other convenient medium can be helpful to retain more subscribers. Newspaper publishers should align their business objectives with sustainable development goals (SDGs). Readers will accept a brand which is more socially responsible. Therefore, news publishers should take initiative to increase value to readers and involve in CSR activities.

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1.0 Chapter 1: Introduction

In this modern era, newspaper has become one of the major communication tools for people worldwide. In reality, it's already become like a consumer product in our daily life. This is the reason why newspaper also requires proper marketing efforts. The focus of this research is to provide a brief discussion on brand strategies of daily newspapers in Bangladesh. A good strategy can be made focusing on one or more marketing efforts like focusing on — only creating a proper & efficient distribution channel or only setting an effective pricing strategy or focusing on both. It depends on an organization's capabilities. An organization can establish her as a brand by delivering a high quality & continuous developed product or by creating a low cost distribution channel or by setting a unique pricing strategy or by getting involved in various social activities (Keller, 2013).

1.1 Background of the Study

In today's competitive business world, an established brand is like insurance to its people. For a business organization, a brand is now becoming more than a logo or more than a name. A brand is an identity; it is a promise what business can offer for its people. A brand also can be a product that can satisfy people's needs and wants. Building a brand is not an easy task; it requires detail thinking what people expect from a particular brand (Keller, 2013). Everyday people begin new businesses. Therefore, organization wants their potential customers to notice their products and a brand identity will help to accomplish this. The most obvious reason for branding is to create differentiation so that people will use a given brand over others. A differentiated brand can really helps to create a long term positioning in people's mind (Sengupta, 2005).

Like other industries, branding can also play a vital role in achieving business target for a newspaper. No business organization can survive strongly in the market without fulfilling its business objectives, whether it is a newspaper or a consumer brand. Brand strategies

can help heavily a newspaper to build readers that is customer's preference and make differentiation from competitors; these can help to build a loyal customer base thus resulting to the increase in sales. Effective branding strategies also can aid to orient buyers that are advertisers and buyers, helpful to set a premium and unique price standard. Even, these can create some strong business platforms (Keller, 2013).

Newspaper is a product where issues like trust, loyalty and faith play the most important role. This is even truer in making the buying decision for a particular newspaper. Consumers feel safe when they go for a known brand; in case of newspaper, this reason is more vital. While purchasing a newspaper, the consumer is actually buying the faith-the brand (Kotler, 2013).

Bengali newspapers have not only changed the newspaper market of the country, but also reshaped the overall media market of Bangladesh. These papers showed the way in which this sort of business can be 'a business' here in Bangladesh. Besides providing its core product, they have been a vanguard for social revolution in Bangladesh. Now these are more than a newspaper. The aim of the present study will be to examine how the newspaper industry has contributed to bring a social revolution in the society through branding.

1.2 Newspaper Industry of Bangladesh

According to latest update (June 2019) of Department of Films and Publications (DFP), number of media enlisted daily newspaper is 532. This same source provides circulation number of the newspapers and corresponding government advertisement rate.

Based on the acceptable circulation, top newspapers and corresponding circulation numbers are-
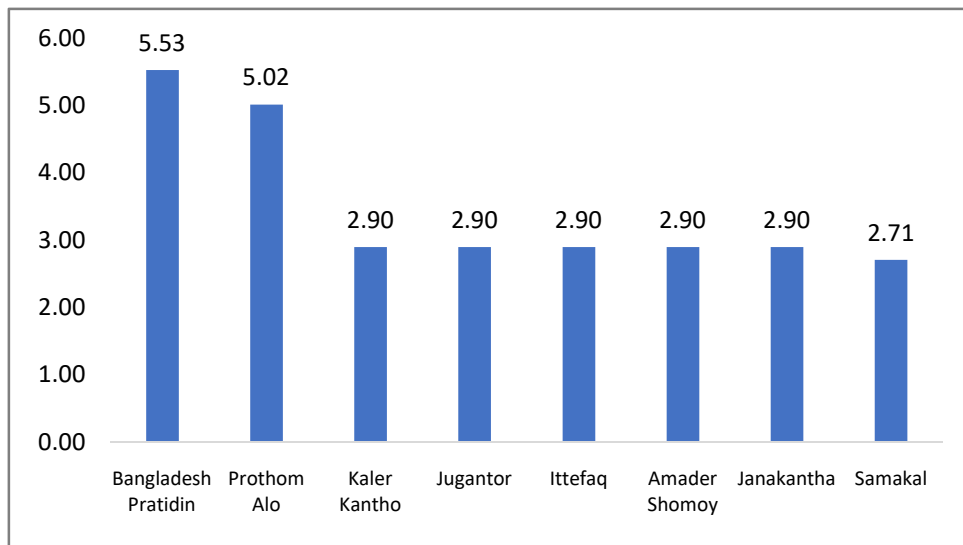
Figure 1: Newspaper names and acceptable Circulation (in hundred thousand)

Generally, newspaper circulation varies daily based on market demand. National Media Survey- 2018[1] conducted by Kantar MRB provides Average Issue Readership (AIR) for daily newspapers. AIR is the number of people who have read or looked at an average issue of a publication. Based on AIR, The Daily Prothom Alo is the most read newspaper of Bangladesh with AIR 6.6 million. The Daily Bangladesh Pratidin is the second most popular newspaper with AIR 5.5 million. The Daily Jugantor, the Daily Ittefaq are in the third and fourth position with corresponding AIR 1.9 million and 0.9 million.

1   National Media Survey (NMS) – 2018 was the largest media survey of Bangladesh conducted by Kantar MRB since 1997. Face-to-face survey using random sampling was conducted with sample size 16,183. Multi stage cluster sampling was used covering divisional headquarters, other municipal centers, non-municipal centers and villages. Urban skewed sample was considered as the core users of diversified product category live in metro and other urban areas. Rural areas have a sufficiently large sample. Male and female ratio was 50:50.
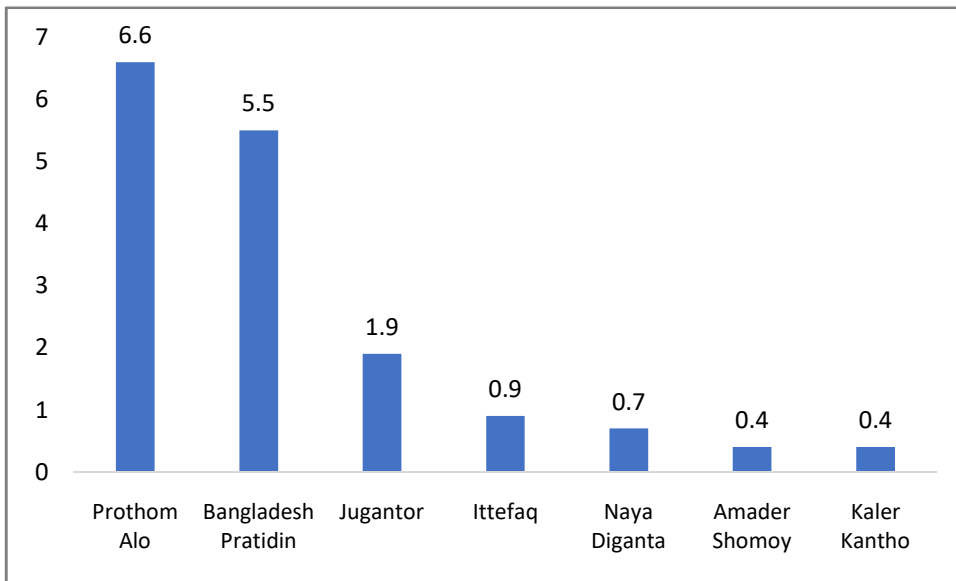
Figure 2: Newspaper names and AIR (in millions)

1.3 Statement of the problem

After independence, newspaper industry including the Daily Prothom Alo, there was not that planned activity chart but the willingness to do something 'good' for the country. Newspaper publishing organizations need to know the factors involved behind the huge success of the newspaper industry. Purpose of this research work is to identify ways by which the industry become more successful. At the same time, to find out a strategy of going forward with branding.

1.4 Objective of the study

Broad Objective:

The major objective of this study is to define some winning brand strategies for Daily newspapers with special focus on the Daily Prothom Alo. This may help the whole industry to show the way forward.

Beside this, this study will also try to explore the following specific objectives:

Specific Objectives:

- To assess the quality of contents of newspapers

- To evaluate promotional and social activities of the industry

- To examine readers' perception about the branding of newspaper

- To assess corporate and social image of the industry

- To assess current branding strategies of newspaper industry

1.5 Limitations of the study

There are some limitations of the study. Limitations are as follows:

- Only two FGDs for readers were conducted—one for the Daily Prothom Alo readers another for other newspaper and multiple newspaper readers.

- For sample survey, only newspaper readers of Dhaka Division were selected using convenience sampling method.

2.0 Chapter 2: Literature Review

Brand strategy is the long-term marketing efforts designed to support a brand or a product. A good brand strategy focuses heavily on the customer positioning, not on the product positioning. A good brand strategy involves in creating values for its customers for a long-term period. Customers win through getting benefit for a long period and organizations win through getting a loyal customer group who will not choose second one. Marketers must keep in mind some major factors in creating a winning brand strategy; these are adding values, bringing innovations and collaborating customers (Kotler, 2013). There are pioneers who demonstrated ways to develop a good brand strategy for various businesses. Among them, Philip Kotler is the leading scholar. According to him, brand strategy is the key to success as well as the key to differentiate that can win customers (Kotler, 2013). "Your brand is not your product, your logo, your website or your name. It is what your customers perceive about you, and how you make them feel. Chances are you are not the only company out there selling your product or service. Figure out what your company does best beyond what you sell, and make it a part of your brand strategy" (Kotler, 2013).

One strategy that newspapers can follow is "read only strategy"(Aker, 2004). Why people buy a newspaper? Because newspaper contains contents that people can read. One strategy that can be followed by newspaper marketers is attempt for branding of their writers and scholars. The more identical these brands become, the more people will buy newspapers even pay them for reading online (Aker, 2004). And this will minimize the chance of switching of readers to another brand. Another strategy is to charge readers a token money for reading newspaper online, on its web site. This may bring some extra revenue for the organization. Highlighting own reporting staffs is another handy strategy. Authority should focus more on their own writing staffs who are hard working, passionate to bring out exclusive news and who are mobile.

Throughout the literature in media economics and management (e.g. Doyle, 2012; Picard, 2005; Siegert & von Rimscha, 2013 as cited in Siegert et al., 2015) the unique characteristics of media products are discussed because they have a major influence on the application of management strategies. Berkler (2008) (as cited in Siegert et al., 2015) for example distinguishes between a normative, an economic-theoretical and a product-specific level, and mentions the high extent of experience and credence-good character, the lack of objective selection criteria, the lack of marketability, and the lack of visual and content consistency. Media as merit goods, for example, constitute regulation whereas media as public goods make the exclusion of potential users impractical, impossible and/or inefficient. Both characteristics might lead to inefficiency of resource allocation and consequently market failure (Siegert & von Rimscha, 2013 as cited in Siegert et al., 2015). The following list of unique characteristics of media products expressly underlines the need for adapted or even independent approaches specifically for media branding or at least illustrates the specific requirements for media brands.

Table 1: Characteristics of media products

Level	Specific characteristics
Normative level	• Importance of media for society • Normative conflicting goals: individualism vs. collectivism, welfare vs. diversity
Market level	• Positive and negative externalities of media consumption • Media as merit goods • Media as public goods & lack of marketability • Lack of market pricing • Low-cost-situation • Economies of scale • Economies of scope • Multi-sided markets
Product level	• Immateriality • Experience and credence-good characteristic • Information asymmetry between media supplier and consumer • Problems in establishing copyright • Lack of visual and content consistency

Although not all characteristics might match all kinds of media products, they give reasons not only for the importance of strong and well-positioned media brands but also equally for the importance of adapted theoretical approaches.

Often it is important to hire innovation rather making it on your own. A winning strategy surely demands continuous innovation and that is why often one needs to hire expertise from outside. Because of the role of better content in newspapers, now a day leading newspaper brands also preparing strategy that focuses on producing better contents, not on producing more contents.(Young, 2012)

There are many examples of diversified newspaper brands. Gazeta Wyborcza is the most read and the biggest quality newspaper in Poland. They were very successful to prove that Brand extension can be used not only for the main brands but for the sub brands as well. Therefore, the success of a newspaper depends mostly on its brand strategy.

It is the story of 'Times of India'. It is one of the leading newspapers of English language in Asia. They started a mass movement to bring social and political change in the world's largest democracy (India). The idea was to light a fire and then fuel and fan over next several months through press, internet and public demonstration long with TV content programming, news coverage, speech making, and voting. It was a call for new generation of leadership. It all starts from writing a print AD on the first page of 'Times of India' on first of January 2007 for 60th independent day of India. The aim was to persuade people of India to look for new leadership and stand for their rights. It celebrated India's recent successes, emphasizing its growing economic importance on global level, but at the same time, it conducted a critical assessment of sectors where India failed to deliver, particularly of public governance, bringing to the foreground issues and challenges that still face the country. 'Lead India' was declared the Best

Integrated Campaign of the Year in India, got 3 out of the 10 marketing awards at the International News media Marketing Association in L.A., and took home the 2008 Grand Prix Direct Lion and Integrated Lion at Cannes "for their effort to elevate the TOI from merely being a social mouthpiece to a catalyst of social change". This Lead India campaign was a strategic move for TOI. With this campaign, they shifted their branding to a new line.

Hindu's brand campaign with the tagline 'Stay ahead of the times' is also a remarkable one. There are two areas of focus in The Hindu's communication – firstly, the content that people are consuming in the garb of news these days, and secondly, the paper's rebuttal to The Times of India's 'Wake up to The Times of India' campaign. Three TVCs and six print ads have been created by Ogilvy, the brief being - to make people re-evaluate their current choice of media and switch to a smarter newspaper, implying, The Hindu. Bringing the new smart image is Hindu's strategic move from the point of their new branding strategy.

2.1 Scenario of Bangladeshi Media

National Media Survey (NMS) conducted by Kantar MRB is a good source for understanding scenario of Bangladeshi Media industries- TV, Newspaper and Radio. Beside these, internet penetration is another important factor now. In national media survey, 15+ population of Bangladesh is considered for survey. Following sections highlights important changes in media penetration and consumption.

2.1.1   Changes in media penetration

According to National Media Survey-2018, 15+ population of Bangladesh is 114.4 million. Among them, 26% belongs to age group 15 to 24 years; 25% belongs to age group 25 to 34 years and 19% belongs to 35 to 44 years. Rest 30% is 45+ years.

Among 15+ people, 86% watch TV, 24% read newspaper and 15% listen radio. Among 15+ people, 76% has mobile ownership and 26% has access to internet. Considering 4 periods of National media survey, TV penetration is dominating and growing. Growth of internet penetration is highest. Print is in stagnant position in terms of penetration. Following table contains information of 15+ people (in millions) in different National media surveys conducted by Kantar MRB:

Table 2: Number of 15+ people (in millions) during different NMS

Year	2012	2014	2016	2018
15+ Population (in millions)	93.6	103.2	106.1	114.4

Following chart contains penetration information of different media:
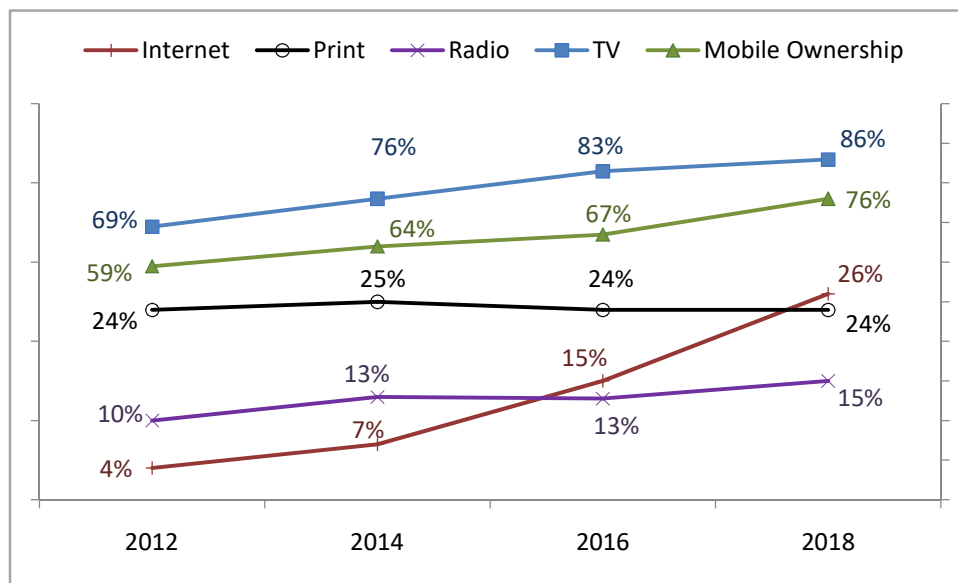
Figure 3: Penetration (in percentage) of different media during different NMS

2.1.2 Media consumption pattern

Time spend in different media is not same. TV viewing intensity is more or less same comparing 4 periods of NMS. Following figure contains percentages of heavy viewer (watch TV at least 120 min per day), medium viewer (watch TV 77 to 120 min per day), and light viewer (watch TV less than 77 min per day).

12
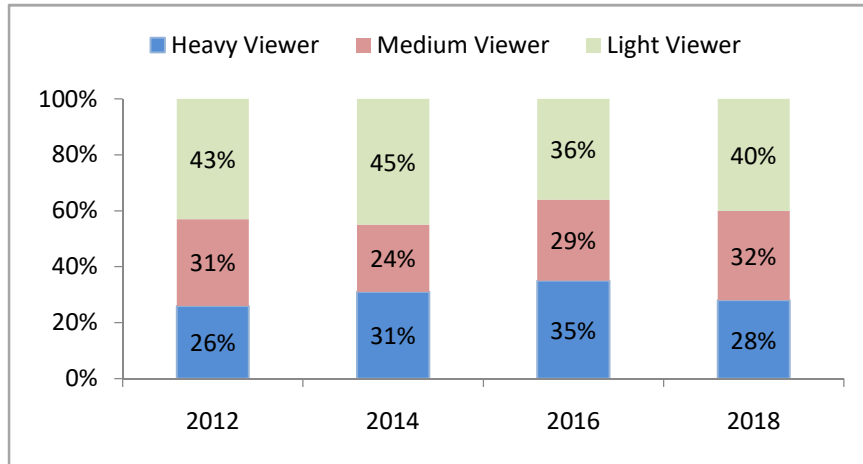
Figure 4: TV viewing intensity (in percentage)

Popular TV watching time is 6pm to 9pm. During this period all most three forth of the audiences watch TV. Star Jalsha is the frequently watched channel with viewership 58%. Popularity of Zee Bangla is growing and it is second frequently watched channel with viewership 56%. ATN Bangla is third frequently watched channel with viewership 44%. Somoy is the most favorite news channel and forth frequently watched channel with viewership 41%.

Newspaper readers are gradually spending less time on reading newspaper. In the following chart, NMS-2016 values are outliers. Light readers spend less than 20 min per day for reading newspaper. Medium readers spend 20 to 45 min per day. Heavy readers spend at least 45 min per day for reading newspaper.
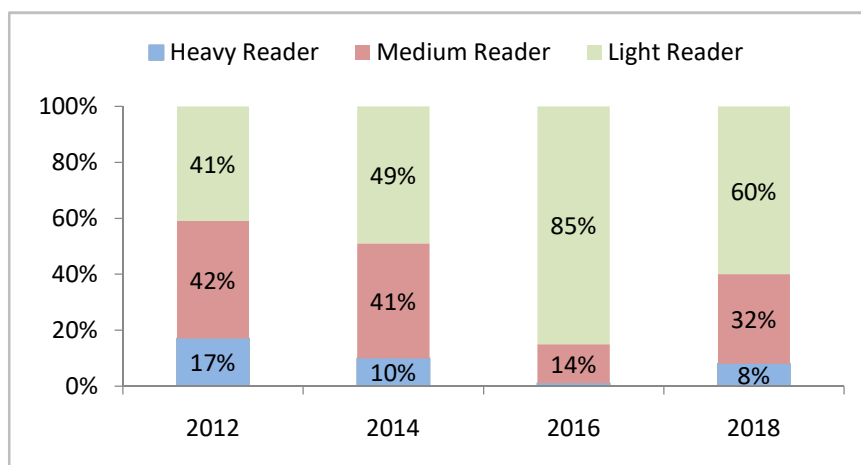
Figure 5: Newspaper reading intensity (in percentage)

Newspaper readers read newspaper mainly at work place or home. Reading habit at work place is increasing.
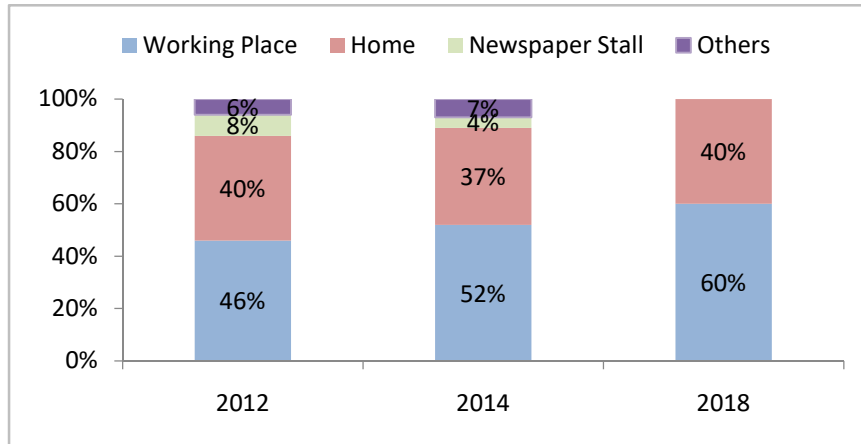
Figure 6: Percentage of readers read newspaper at different places

Number of FM radio listener is less than number of radio listener. According to NMS-2018, number of FM listener is 15.9 million.

Table 3: Number of FM radio listener (in millions)

Year	2012	2014	2016	2018
FM listener (in millions)	7.1	11.8	12.8	15.9

Majority of FM listeners listen FM within 9pm to 12 pm. Mobile is the most favorite device to listen FM radio. Among the FM listeners, 96% claim about listening FM using mobile device. FM listening intensity is declining. Majority of the FM listeners are light listeners. Light listeners listen FM less than 60 min per day. Medium listener listen FM within 60 to 90 min per day. Heavy listeners listen FM at least 90 min per day.
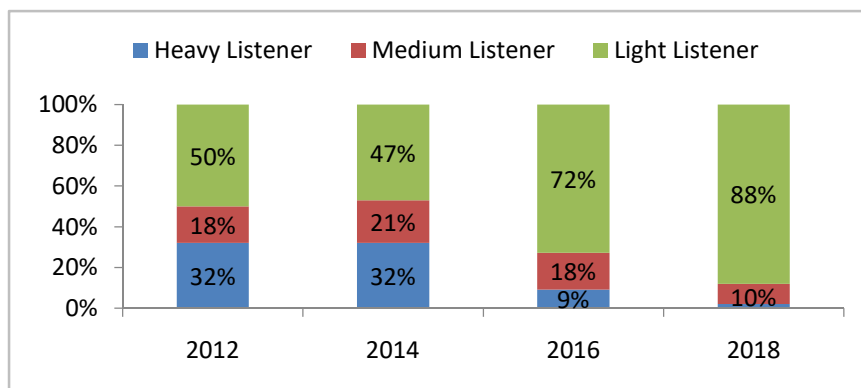
Figure 7: FM radio listening intensity (in percentage)

Radio Foorti is the most popular FM channel with 10.7 million listeners. Radio Today, Dhaka FM and ABC Radio are in second, third, and forth position with 6.0 million, 4.2 million and 3.8 million listeners respectively.

2.1.3 Changes in the readership of popular newspapers

According to NMS-2018, most popular newspapers are the Daily Prothom Alo, the Daily Bangladesh Pratidin and the Daily Jugantor with 6.6 million, 5.5 million and 1.9 million average issue readership (AIR). These three newspapers have increasing readership trend. Other newspapers mentioned in the following chart don't have increasing trend.
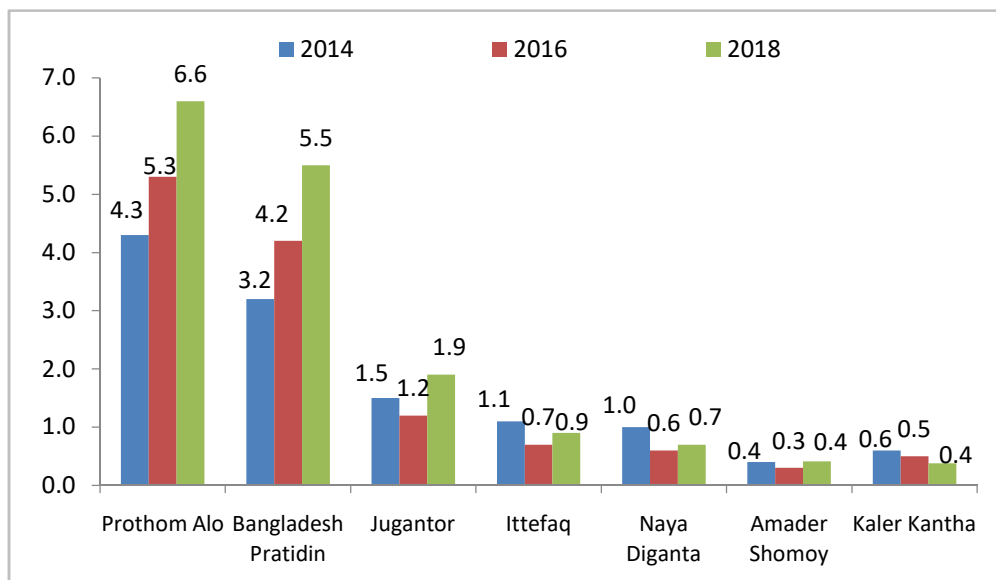
Figure 8: Average issue readership (in millions) trend of popular newspapers

2.1.4 Uses of Mobile and Internet

According to NMS-2018, 107 million people use mobile phone which is 94% of 15+ people, 114.4 million. Among 15+ people, 86 million (75%) have mobile ownership. Out of 91.2 million active mobiles, 35 million (38%) is smart phone and 56.2 million (62%) is feature phone.

Number of people access internet once in a week is 29.9 million, 26% among all 15+ people. Imo and Facebook are most used apps in mobile phone.

2.2 Brand equity study of Bengali newspapers

The Daily Prothom Alo authority hires different research organizations for brand diagnostic studies and other studies to assess the current newspaper and its sub-brands. They want to determine future improvement areas. In this section, results of some important studies are summarized.

Org-Quest Research Limited conducted "Prothom Alo Diagnostic Survey" during 2009. Result showed that 81.28% readers subscribe newspaper personally or from family. Most mentioned reasons for reading Prothom Alo were 'Publish news correctly & objectively', 'Detailed political news', 'Unbiased/neutral' and 'Updated sports news'. Female readers were more interested in supplements and entertainment articles than the males and males read sports news more than their counterpart. Younger people seem to be more interested in sports, entertainment and academic news more than the older readers. Nearly half of the Daily Prothom Alo readers did not find any dislikes of Prothom Alo! However, the main dislike was "excessive ads". Political news was read most. Other widely read items were 'foreign', 'corruption related' 'crime', 'entertainment', 'education related' 'sports', 'law and order', 'rural', and 'health related' news. Young readers were more interested in sports, academic and entertainment news and older readers read more of other types of news, especially political, corruption, crime and rural news. Post editorial appeared to be most unpopular. Other unpopular topic were travel related, literary, environment related, human rights, religion, cultural, gender issue, editorial and science & technology. Rosh-Alo and Chhutir Dine were the two most popular supplements, followed by Noksha, read by more than 50% of the readers of Prothom Alo. All others were read by less than 40% readers (between 26% and 38%). Rosh-Alo and Chhutir Dine were equally popular amongst both males and females. Noksh and Narmancha were read more by females.

It is Friday, which is the weekly holiday, when readers spent more time in reading newspaper, followed far behind by Saturday and Tuesday. More males spent more time on Friday than the females. A large number of females spent more time on Tuesday, due to "Naksha". Awareness of social activities undertaken by Prothom alo was quite high, especially of 'Acid related', 'Drug related', 'Relief distribution' and 'HIV/AIDS'. Acid related activities were preferred most by the Prothom Alo readers followed closely by Drug related. 'Relief distribution', 'HIV/AIDS', and stipend for poor students were also there in the preference list. Jugantor appeared to be the closest competitor of Prothom Alo, as largest number of its readers opined to switch to this daily in its absence. The remaining readers would switch to different other dailies. Some readers would even stop reading daily but not willing to switch to any other daily (real die-hard loyal readers). The three most important suggestions are, 'Reduce advertisement', Publish unbiased news' and, 'Verify authenticity of news before publishing'.

Quantum Market Research Bangladesh Limited conducted "Project Zenith: A category and brand understanding study for Prothom Alo" during 2010. Audience perception about different media was highlighted in the research. Television is the most familiar and highest interactive media among all. The multiple facets of Television enhance its appeal among mass. TV is a well known 'All encompassing' media as it caters the need of pure entertainment, latest update, education from various sources. The biggest trigger of TV is, it gives the opportunity to take a joyous ride through various channels, one can 'see & listen' and be virtually present in that place, situation; make the moment LIVE to them. Viewers also feel too much interaction with TV can make a person feel addicted towards it, which cause negative impact on health especially on eyes. Also, the emergence of many foreign channels, instill western culture to young generations.

Radio is perceived to be one of the most trendy and modern media. Emergence of FM brands, enhance the entertainment aspect to the listeners. Radio is one of the handy media which is highly accessible through cell phone or pocket/ car radio which anyone can avail. Majority youngsters appreciate Radio as a media as it enables 24//7 music accessibility and easily allows them to participate through messaging, calling to the radio stations highly engaging and entertaining for them. However, Radio limits itself only in the small segment of entertainment (music based) which did not able to satisfy all kinds of listeners.

Newspaper perceived as one of the oldest media source of various national & international happenings. Most of the readers aged between 20-45 years have a habit to read newspaper everyday to get in touch with the world, take a detail update of every news. However, teens are not seemed to be reading newspaper regularly. They tend to read newspaper only when it's required or when there is a buzz about their area of interest. Newspaper makes the news wholesome arouses nation's conscience. The arena of newspaper is shifting from solely news to news+ entertainment. Newspaper needs to maintain the accuracy and authenticity of any news as it plays a biggest role of connoisseur for the nation.

Internet is the latest media to interact with. It has changed consumer attitude to getting information and brought the world in one's fingertips. Users feel the usage and process of internet is still at a very nascent level in Bangladesh however it has been able to engross youngsters and professionals to regularly interact for various needs. Readers admitted that there are many ways to get involved in negative activities through internet however they also believe it is absolutely in one's control, how they are going to use internet.

Females claimed that the watch TV at afternoon for time pass, watch repeat telecast of drama serials. At evening generally TV audience watch news to get news updates of the

day. At night audiences spend time watching serials, reality shows and movies. Late night is appropriate for watching movie and award functions.

Generally, newspaper readers read news at morning. Majority of readers take a glimpse of newspaper at morning. At noon young readers read lead news. Some youth preferred reading supplement at afternoon. Some youth readers read newspaper in detail at evening. There are no fixed times for listening radio. Listeners listen when they feel to listen radio. In the morning they listen radio while travelling. At late night they enjoy songs and 'RJ gossip'.

In Dhaka, internet users have 24/7 access to internet. There is no fixed time to browse internet.

There are differences among audience to prefer media based on their ages. People aged 15 to19 years prefer internet or social networking first. Then they prefer TV and FM as their constant entertainment. Their third preference is newspaper, a knowledge center to them from which they get more knowledge. People aged 20 to 29 years consider TV as a way to relaxation and entertainment being their first preference. They consider both newspaper and internet as sources to know the world. Some readers of Dhaka consider newspaper as substitute of internet. They believe that newspaper keeps them ahead of time. Radio is their third preference and considered as medium of time pass. People aged 30 to 45 years consider newspaper as medium of knowing detail and a connection with world. TV is their second preference and source of entertainment. They consider internet as synch with modern world.

Newspaper still considered as the most preferred news source due to its authentic, reliable nature and ability to offer detailed news and postmortem of an event. The emergence of modern media like TV and internet might impact on newspapers position due to the following reasons: Allows readers to access news at any point of time, Today's hectic

lifestyle allows very small time to read the entire newspaper specially for youth; might decrease the share of read.

The Daily Prothom Alo was considered as benchmark brand due to impartial views/ truthfulness/ honesty, most supplements, novelty/innovation, depth of analysis, look/aesthetics, detail coverage, follow ups, availability, and special reports/ columns.

The Daily Kaler Kantho was considered as benchmark brand in some parameters — most supplements, novelty/innovation, and look/aesthetics. The Daily Jugantor was also considered as benchmark brand for availability.

Top recalled newspaper brands were the Daily Prothom Alo, the Daily Kaler Kantho, the Daily Jugantor, and the Daily Ittefaq. Prothom Alo is holding the top position due to its continuous innovation and endorsing all good practices.

The Daily Prothom Alo was associated with some words or phrases — male, 30-40 years, snobbish, courageous, middle class, high moral views, and take right decision whenever required. The Daily Kaler Kantho was associated with — male, 25-30 years, attractive & handsome, gentle and intelligent in nature, upper class, restless, and love to showcase his premium lifestyle. The Daily Jugantor was associated with — male, 50+ years, and retired yet active and aloof. The Daily Ittefaq was associated with — male, 50-60 years, old man, and believe in heritage.

The Daily Prothom Alo was associated with following vehicle characteristics — cng: mass, accessible for all, volvo bus: comfortable and modern outlook, high way bus: speedy. The Daily Kaler Kantho was associated with following vehicle characteristics — green line: premium service and yellow taxi: comfortable. The Daily Jugantor was associated with following vehicle characteristics — rickshaw: slow. The Daily Ittefaq was associated with following vehicle characteristics — local bus: low quality.

Keymakers Consulting Ltd conducted "Project Admire: Findings from an exploratory study on perception of Prothom Alo among advertisers and advertising agencies" during 2019. They identified perceptions of advertisers and advertisement agencies about newspaper advertisement. Major perceptions were described in the following paragraphs:

a) Print media is relatively static

Most advertisers perceive that print media, compared to digital media, is much less dynamic. This is why in the age of highly competitive marketing; they have started to prioritize digital media over print media.

b) Most marketers believe print media does not effectively reach their 'target audience'

Digital media has convinced the marketers that their communication can be reach only to their target audience (using various filters to select the receiver of the message).This assurance is critical for marketers who have to optimize reach given their limited budget. Marketers believe that print media stakeholders are unable to give them authentic information on the number of people they reach and their demographic/psychographic segments (to measure effective reach of target audience).

c) Print media is avoided by youth

Advertisers strongly believe that youth have shunned reading newspaper; they are much too dependent on getting news from internet.

d) Print media allows documentation

The one edge advertisers think print media still has over digital media is documentation. A printed matter is more reliable, more authentic than a digital matter. This is particularly true for advertisers who deal with constant price changes, frequently offer promotion schemes, or are legally bound to let consumers know of any changes that they have made to their product/service/terms and conditions.

e) Print media is the most ideal to communicate detailed information

Few other media allow advertisers to communicate detailed information as print media do. This is critical where consumers' foot fall or pre-purchase consideration depends on detailed information. Technology brands (especially gadgets), furniture, educational institutes, travel agencies that wish to provide detailed information prefer print media for this reason. While digital media is a competition in this case, advertisers know that users of digital media have short attention span and therefore, print media would remain as their best vehicle to communicate detailed information for years to come.

f) Print media is for educated, enlightened consumers

Advertisers see print media to be a vehicle to reach only the more educated, sophisticated consumers. This works as a double-edged sword. At one hand, this has given print media an elevated status i.e. a media that they can't do without, even if to maintain their image for educated consumers. On the other hand, this perception has reduced the dependency of FMCG and technology brands that seek nationwide coverage across socio-economic groups i.e. investment on print media would only yield partial results.

2.3 Media Branding 2.0 Revisited

2.3.1 Evolving Business Models

In 2011, the growing multichannel, multimedia marketing environment presented a new layer of brand management challenges that represented the realization of the second generation of media branding scholarship and research, colloquially referred to as media branding 2.0 (Chan-Olmsted, 2011 as cited in Siegert et al., 2015). From a macro perspective, this meant marketers had to ensure their products and messages were synergistic across different media and channels, while simultaneously taking advantage of each medium's unique characteristics. This shift towards the use of multimedia outlets

presented both opportunities and challenges for media firms. In regards to content delivery, when a branded content is accessible through multiple platforms, there are more brand touch points and better responsiveness to consumer needs (Chan-Olmsted, 2011 as cited in Siegert et al., 2015). However, the use of multiple delivery outlets has the potential to dilute brand associations for media brands as well (Chan-Olmsted, 2011 as cited in Siegert et al., 2015). For example, the delivery of video content and television programs outside of the brand environment, such as airing a FOX show on Hulu.com, may also decrease the brand association derived from its network identity. While the shift towards the delivery of media products and content via multichannel, multimedia platforms may be inevitable as a result of consumers becoming more mobile and networked, the main issues surrounding the proposition have changed. The corporate discourse no longer focuses on how the newer platforms might siphon away audiences from the more traditional outlets, but how the different delivery systems might best complement each other in responding to consumers' on-demand needs, while simultaneously contributing financially through the use of either different or evolving business models (NBCUniversal, 2014 as cited in Siegert et al., 2015). In fact, many traditional mass appeal content companies such as the U.S. television network, NBC, are treating their assets differently. NBC now sees its production resources as story-driven content centers, rather than individual show production units. Accordingly, it examines each story written and matches the content with the most appropriate platform for distribution, thus customizing distribution to allow for the best match between audience and platform (NBCUniversal, 2014 as cited in Siegert et al., 2015). These evolving business models hail the creation of a new challenge for which the arrival of multimedia platforms is the catalyst. Essentially, now the decision of how to appropriate one's branding efforts between content/programming like Law and Order (i.e., individual

products) and the organization/channel like NBC (i.e., the corporate source of the product) is far more complex. Logically, there exists a symbiotic relationship between the two. Studies have shown that perceptions of a program's brand success or failure have an enhancement or dilution effect on broadcaster brand image (Drinkwater & Uncles, 1992 as cited in Siegert et al., 2015). Additionally, program familiarity intensifies these effects, while congruity or incongruity of program and brand image produces enhancement or dilution effects on broadcaster brand image (Drinkwater & Uncles, 1992 as cited in Siegert et al., 2015). While the reciprocal value of a program brand to its parent brand (i.e., the channel or network) might be considerable, contemporary challenges in the electronic media industries threaten this relationship. The increasing fragmentation of the audience, the proliferation of distribution channels, and the advancement of technology that allows for time and platform shifting according to the immediate needs of the audience, all contribute to an environment where the value of corporate or channel branding might be diminishing.

2.3.2   Participatory Branding and Brand Control

As we are seeing more and more fluidity in content moving across multiple platforms (e.g., cross channels or platforms), the brand identity of the source might become less relevant, especially when the content or programming itself has acquired its own unique brand associations (Keller, 2001 as cited in Siegert et al., 2015). With limited marketing resources, media brand managers should examine the strengths and favorability between a source/corporate brand and its programming components/brands. Furthermore, the types of brand associations should also be reviewed in order to arrive at the ideal mix of activities that will facilitate the creation of a positive feedback loop benefiting both brands. As the Internet becomes more dynamic and interactive, consumers

are becoming participants in the creation of brand associations rather than just the recipients. In fact, brand managers today play a role that is more like brand hosts than brand guardians (Chan-Olmsted, 2011 as cited in Siegert et al., 2015). This loss of brand control is a side effect of the Web 2.0 mechanism, and now brand strategies must incorporate co-creation into their development, a practice that often leads to diminishing control of the brand source (Chan-Olmsted, 2011 as cited in Siegert et al., 2015). An alternative perspective on the decrease in brand control is the increase of opportunities to brand through consumer experiences rather than strictly through the product itself (Chan-Olmsted, 2011 as cited in Siegert et al., 2015). For media brand managers, this can mean shifting the focus from a linear content consumption transaction with the consumer, to a brand immersion experience that includes cohesive, multiplatform activities to engage the consumers no matter where they are (Chan-Olmsted, 2011). The ABC News Channel on YouTube is a prime example of a media brand accepting a state of diminished control, in order to benefit from an increased opportunity to expose viewers to the ABC brand (YouTube, 2014 as cited in Siegert et al., 2015). The interactive characteristics of social media like YouTube provide excellent brand engagement and development opportunities. For instance, through the use of social media, media brands can develop one-on-one conversations between the consumers and the characters or the content creation crews (e.g., producers, writers, etc.), incorporate a feedback mechanism for consumers to express their opinions about certain content (e.g., reader forums), and even involve the consumers in the creative process (e.g., auditioning as talent or shaping plots) (Christodoulides, 2009 as cited in Siegert et al., 2015). While the strategic use of social media is different dependent on the nature of the brand, certain types of media products are more compatible with the value generated from social networking and consumer involvement. For instance, content products such as drama and reality programming are

more likely to benefit significantly from regular audience engagement via social media (Chan-Olmsted, 2011 as cited in Siegert et al., 2015). Ultimately, the degree and type of involvement a brand manager expects the audience to have through social media is no longer an after-thought, but an essential strategic deliberation.

2.3.3   OPEN Framework

For media managers looking to summarize the aforementioned media branding 2.0 concepts in a succinct and parsimonious manner, consideration should be given to the OPEN framework of media branding and its constructs: On-demand, Personal, Engagement, and Networks (Chan-Olmsted, 2011; Mooney & Rollins, 2008 as cited in Siegert et al., 2015). These four characteristics succinctly capture the difference of branding in a post web 2.0 media environment. From the perspective of on-demand branding, for instance, it would be fruitful to examine how consumers perceive the value/utilities of different media platforms at different times and settings; and thus how media service/content can be formatted, integrated, and distributed via multiple platforms to be responsive to the needs of the consumers (Chan-Olmsted, 2011; Mooney & Rollins, 2008 as cited in Siegert et al., 2015). From the perspectives of personal and engaging branding, it would be important to study how the different personalization and engagement mechanisms on media platforms contribute to the development of brand relationships between consumers and the media brands, thus allowing brands to develop an intangible personal feel to their content that creates a long-term emotional investment from consumers (Chan-Olmsted, 2011; Mooney & Rollins, 2008 as cited in Siegert et al., 2015). Finally, from the perspective of networked branding, it would be beneficial to investigate the effectiveness of different co-branding strategies in improving perceived network externalities and enhancing the CBBE (consumer-based brand equity) for various

media products, allowing for seamless new product integration into existing brand messages (Chan-Olmsted, 2011; Mooney & Rollins, 2008 as cited in Siegert et al., 2015). The notion is that an OPEN brand will improve on: (1) its revenues because of the ability to gain access to more diverse audiences more quickly; (2) its return-on investment (ROI) because it will spend its marketing dollars more effectively; and (3) its consumer relationships because it can develop relevant and innovative approaches to turn consumers into allies (Chan-Olmsted, 2011; Mooney & Rollins, 2008 as cited in Siegert et al., 2015).

2.4 The Origins of Media Branding 3.0

As a result of the structural, technological, and consumer changes that have affected the media marketplace since 2011, there has been resurgence in the need to both re-affirm and reshape the parameters of media branding strategies. For example, with the continuous growth of mobile and social media usage, there is increasing demand to integrate mobile and social platforms into all brand management strategies. In 2013, Netflix and YouTube combined began to account for over 50 % of Internet traffic in the United States measured in bytes, demonstrating the strength of brands that pursue on-demand consumer contexts (Brustein, 2013 as cited in Siegert et al., 2015). While these highlights just scratch the surface of Internet related development since 2011, they all represent extensions of the World Wide Web that, "enable people to share content beyond the boundaries of applications and websites." (Semantic Web, 2014, para. 1 as cited in Siegert et al., 2015). This is the defining characteristics of the semantic web, a milestone in Internet technology development that when realized was set to mark the beginning of the web 3.0 era (W3C, 2014 as cited in Siegert et al., 2015). The web 1.0 era was classified as Internet technologies like Geocities and Hotmail that were read-only content

created through the use of static HTML websites (Radar Networks, 2007 as cited in Siegert et al., 2015). The most common way of navigating the Internet during this era was the use of link directories, like Yahoo! (Radar Networks, 2007 as cited in Siegert et al., 2015). Web 2.0 was realized upon the creation and rise to prominence of user-generated content, which shifted the dynamic for users from read-only to read-write (Radar Networks, 2007 as cited in Siegert et al., 2015). Since entering the web 2.0 era consumers have been consuming and contributing information through blogs or sites like Flickr, YouTube and Digg (Radar Networks, 2007 as cited in Siegert et al., 2015). The line dividing a consumer and content publisher is increasingly blurred in a web 2.0 environment (Bruns, 2009 as cited in Siegert et al., 2015). While web 3.0 has been described theoretically in a variety of ways, including a web of data, a utopic version of the Internet, or the next evolution of computer-human interaction in our daily lives, the discourse that has achieved the most amount of consensus is that web 3.0 is inherently the realization of a semantic web (W3C, 2014 as cited in Siegert et al., 2015). Intelligent search recommendations, personalization services like iGoogle, and behavioral advertising are all examples of how the World Wide Web has been extended beyond traditional websites and applications, as we begin to see a blurring between the virtual and the real (e.g., augmented reality systems layering virtual information onto the real world) (Semantic Web, 2014 as cited in Siegert et al., 2015). The key characteristics that web 3.0 has been theorized to deliver are: more intuitive interfaces; contextually relevant and

easily interpretable content; a portable and personalized web experience that focuses on individual needs, smart user engagement and advertisement (e.g., TiVo and Pandora); user-tailored experiences that are not linear in nature, but are customizable on the user's end; integrated, complex, and intelligent information with dynamically changing content

that consistently provides users a connection to relevant information; and an Internet

connection that allows users to access any media, on any device, and from anywhere in

the world (Semantic Web, 2014; W3C, 2014 as cited in Siegert et al., 2015). As we begin

to meet the assumptions of a web 3.0 era of Internet technologies contextual consideration

must be given to how media branding will be affected moving forward. First, it is clear

that the power for creating and maintaining brand associations is shifting towards

audience and audience communities (Chan-Olmsted, 2011; Napoli, 2011 as cited in

Siegert et al., 2015). Accordingly, brand managers need intelligent agents to learn about

the audience, to provide more personal relevance in the brand messages coming out of the

corporation, in hopes that audience relevance will mitigate the need for consumers to

wield their power to change brand associations. Consideration must also be given to

integrated platform delivery, as consumers will be able to avoid brands that are not

omnipresent on all media platforms (Jenkins, 2008 as cited in Siegert et al., 2015).

Storyline branding could help content producers achieve integrated platform delivery, as

it maintains context and connection of the brand message to the audience despite the

unpredictable behavior of the consumer (Nudd, 2012 as cited in Siegert et al., 2015). Co-

branding might also help, as this will allow brand strategists to focus holistically on the

audience's experience across all platforms, than each individual media product

(Thompson & Strutton, 2012 as cited in Siegert et al., 2015). Finally, the brand message

being present and available on demand in all settings while still maintaining contextual

relevance is crucial for a consumer that can access the Internet anytime and from

anywhere. While it is important to identify the need for change in media branding, and

the opportunities available for firms that can achieve said changes, it is of paramount

importance that scholars attempt to address how these opportunities can be realized

(Jenkins, 2008 as cited in Siegert et al., 2015). Accordingly, the next section will present

five changes that could lead media branding specialists to the realization of a media branding 3.0 era. Holistically, this chapter proposes that the next phase of media branding will be more about branding content consumption experience than branding the platform. That is, there will be branded entertainment and information content with a focus on how both can be willingly and easily distributed across numerous platforms, without necessarily adhering to the traditional mode of branded media outlets that are platform dependent.

2.5 Media Branding 3.0: The Five Changes

2.5.1   Change 1: The New Value Chain

The value chain of media industries traditionally includes acquiring, creating, selecting, organizing, packaging, and processing content; transforming content into a distributable; and marketing, advertising, promoting, and distributing the media service (Chan-Olmsted, 2006; Picard, 2002 as cited in Siegert et al., 2015). While much of this remains the same, the arrival of new competitors in content production, packaging, and distribution has prompted the introduction of new business models beyond those observed in the media branding 2.0 era (Stock, 2014 as cited in Siegert et al., 2015). Original, digital-only programming is an example of one such business model that is getting increasingly competitive in the United States. Many tech companies including Netflix (e.g., House of Cards), Amazon (e.g., Alpha House), Hulu (e.g. Misfits) and Yahoo (e.g. Burning Love) are creating premium digital series that are comparable to what can be found on HBO and other subscription based cable and satellite channels (Stock, 2014 as cited in Siegert et al., 2015). The ability of the aforementioned firms to capitalize on the economic efficiencies of digital distribution has made producers of original digital-only programming more aggressive in their creation of premium programming that can

compete with traditional media companies (Stock, 2014 as cited in Siegert et al., 2015).

Netflix will be releasing four new series in 2015 based upon Marvel superheroes (Marvel, 2013 as cited in Siegert et al., 2015). Amazon is using their enormous user-base to crowd source opinions about what shows to continue, as they have the ability to distribute pilots directly to Amazon Prime instant video subscribers (Amazon Studios, 2014 as cited in Siegert et al., 2015). These trends are not limited to entertainment content as in 2012, Yahoo! News received the most favorable brand equity rating for news service brands in the United States (Harris Interactive, 2012 as cited in Siegert et al., 2015), leading to the subsequent hiring of veteran Katie Couric to head its news digest group in an effort to maintain its leadership position (Carter, 2014a as cited in Siegert et al., 2015). Many of these new entrants have direct access to end users both for the purposes of retailing and spreading their brand messages. Consumer response to firms that follow these business models has been high, as the sale of digital media content has risen year-over-year, which is consistent with audiences desire to be more in control of the content they consume (Balsara, 2012; Jenkins, 2008; Napoli, 2011 as cited in Siegert et al., 2015). This direct access to the end user is the greatest change to the traditional value chain, as ultimately firms no longer need to focus on a selection of activities along the value chain, as it is technologically feasible for a single company to complete all production, distribution, and marketing for original digital-only programming (Anderson, 2006 as cited in Siegert et al., 2015). Accessibility to more distributors on the consumer-side has also resulted in a growing number of media consumers that are not concerned with where their media content comes from in regards to brand (Jenkins, 2008 as cited in Siegert et al., 2015). 43 % of young adults in the United States between the ages of 18 and 36 have a subscription to Netflix which follows the content aggregator model (Harris Interactive, 2013 as cited in Siegert et al., 2015), while 46 % have a subscription to cable television

which follows the branded content model (Harris Interactive, 2013 as cited in Siegert et al., 2015). Clearly, a growing number of media consumers no longer differentiate about which brand delivers the content to them, it is the consumption experience that determines consumer brand loyalty among competing content (Barkus & Schmitt, 2009 as cited in Siegert et al., 2015). The implications of this new value chain in the context of media brand management are far reaching. Since consumers are behaving differently in regards to how they access content and are choosing to consume media from multiple touch points as opposed to a singular source (Jenkins, 2008 as cited in Siegert et al., 2015), they are not necessarily paying attention to the content on a single device for an extended period of time (Millenial Media, 2013 as cited in Siegert et al., 2015). Their consumption behavior is mobile, non-linear, modular, and not device/outlet/platform dependent (Jenkins, 2008 as cited in Siegert et al., 2015). Accordingly consideration must be given to a firm's brand image, attachment, loyalty, and relationship, to ensure that brand messages are not limited to specific platforms, but are accessible from wherever the user chooses to consume their content. In doing so a firm must also invest in market intelligence to understand how consumers consume media products and what kind of experiences they expect from consumption (McGuire, Manyika, & Chui, 2012 as cited in Siegert et al., 2015). Another implication is that as a result of the long tail phenomenon, the marketplace is now crowded with a variety of media products both niche and hit in nature (Anderson, 2006 as cited in Siegert et al., 2015). The long-tail explains that the economic efficiencies afforded to distributors as a result of digital distribution have the potential to create a significant media market by aggregating a high volume of low-demand products (Anderson, 2006 as cited in Siegert et al., 2015). This differs from traditional media outlets that tend to have a low volume of high-demand content (Anderson, 2006 as cited in Siegert et al., 2015). As a result the digital content market is

crowded with new players and points of differentiation are harder and harder to achieve, while points of parity are oversaturated. This influx of new entrants is not a temporary displacement of traditional paradigms as the new value chain offers a better connection with viewers, and the long-tail is not a platform-specific phenomenon, but a digital revolution (Anderson, 2006; Chan-Olmsted, 2006; Picard, 2002; Stock, 2014 as cited in Siegert et al., 2015). As a result, reconfiguring and customizing a media firm's value chain activities is crucial in order to establish competitive advantages through workflow efficiencies and cost savings (Porter, 1998 as cited in Siegert et al., 2015). One way media brands, both new and old, are differentiating themselves is by exploiting the direct holistic access to consumers provided by the new value chain to appear consistently relevant to consumers. Amazon's brand extension into digital streaming video at first appears to deviate from their core business area; however their ability to access a critical mass of consumers makes them relevant in any industry they choose to compete in (Amazon, 2014 as cited in Siegert et al., 2015). Yahoo's aggressive brand extension into news digest is only made possible by leveraging the brand equity it has generated from the popularity of its news landing page (Harris Interactive, 2012 as cited in Siegert et al., 2015). Maintaining and expanding any brand's holistic and relevant access to consumers is crucial in contemporary marketing, and digital video appears to be the catalyst for establishing long-term brand relationships. On an average day in the United States of America approximately 89 million people watch about 1.2 billion online videos (comScore, 2012 as cited in Siegert et al., 2015). Diversifying product brands are exploiting this audience by extending into the digital media market both as advertisers, but also as creators of original content. Both Playstation and Xbox have used digital video, music, and pictures, in addition to games to establish long-term relationships with consumers while simultaneously establishing organic growth areas (PlayStation, 2014;

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Xbox, 2014 as cited in Siegert et al., 2015). This also highlights the importance of brand immersion through the implementation of multiplatform experiences, and brand tests via crowd sourced opinions. Through their vertically integrated distribution channels (i.e., Xbox Live and Playstation Network), both Microsoft and Sony exploit the benefits of the new value chain to place their video game characters in other mediums (e.g., television), while using their critical mass of consumers to test and review early versions of games (PlayStation, 2014; Xbox, 2014 as cited in Siegert et al., 2015). All of these activities generate positive brand value through the development of electronic-word-of-mouth (eWOM) as those who experience a video game character in a television show, or beta test the most recent version of Halo, are not isolated from other consumers but are encouraged to share their positive brand experiences (Sharma & Pandey, 2011 as cited in Siegert et al., 2015). These experiences are made possible by a new value chain that does not isolate creators from their consumers, but attempts to involve them in the production, distribution, and marketing value activities.

2.5.2 Change 2: The Power and Necessity of Engagement

The second major change that needs to take place for the realization of media branding 3.0 is highly related to the direct connection to consumers provided by the new value chain. It essentially proposes that the power of pre-established consumer engagement strategies is a necessity in order to meet the demands of audiences that have begun to expect digital branding engagement initiatives. As consumer sovereignty rises (i.e., the assertion that consumer preferences determine the production of goods and services) as a result of user-generated content, the new value chain, and other audience empowering activities (i.e., crowd sourcing, folk sonomies) are no longer considered added value (Smith, 1995 as cited in Siegert et al., 2015). Consumers want and expect to

be engaged across all media touch points they encounter, and should a desired brand presence not be found, the fluidity at which a consumer can engage with a competing brand is seamless. To illustrate both the power and necessity of social media engagement activities, Horowitz Associates (2012) (as cited in Siegert et al., 2015) research firm conducted a study of multiplatform brand salience (i.e., the degree to which your brand is noticed in a buying situation) for television shows and their corresponding social networks in the United States. 30 % of respondents age 15–17 said they had discovered new TV shows that they now watch because of a post on social media or other sites; 28 % stated that social media helps them to remember to tune into shows on television; 20 % agreed that being able to interact with other viewers via social media made them enjoy their TV shows more; 22 % said that while watching TV they often interact with social media and other sites about what they are watching; and finally 21 % said they post comments to social media sites or other websites about the shows they watch (Horowitz Associates, 2012 as cited in Siegert et al., 2015). A European research team (2012) (as cited in Siegert et al., 2015) found similar results when they attempted to figure out the share of American tablet users that use their devices while watching television. 34 % of tablet users indicated that they post comments on Facebook, Twitter, a blog, or another websites regarding a show they are watching; 28 % used their tablets to look up information about a product being advertised on television; and 25 % visited a network or show's website, fan site, or app (Gesellschaft fur Konsumforschung, 2013 as cited in Siegert et al., 2015). It is important to note that consumers are not just consuming content on social networks, they are actively sharing it. A good example of this is the new Simpsons World app that in addition to allowing users to stream every episode of the program, also gives them the opportunity to share episode clips on social networks (Poniewozik, 2014 as cited in Siegert et al., 2015). As television becomes increasingly

more digitally native through the compression and distribution of shareable video clips, social media will continue to play an increasingly important role in how consumers discover and engage with various forms of content, especially TV (Poniewozik, 2014 as cited in Siegert et al., 2015). An analysis conducted by NM Incite (a Nielsen/McKinsey Company) and Nielsen looked at the correlation between online buzz and television ratings and found a statistically significant relationship throughout a TV show's season among all age groups, with the strongest correlation among younger demographics (people ages 12–17 and 18–34), and a slightly stronger overall correlation for women compared to men (Subramanyam, 2011 as cited in Siegert et al., 2015). Men over 50 showed the weakest buzz-to-ratings connection leading up to a show's premiere through the middle of the season, but that relationship strengthened by the finale as all age groups were actively discussing a TV show via social media (Subramanyam, 2011 as cited in Siegert et al., 2015). Among people aged 18–34, the most active social networkers' social media buzz is most closely aligned with TV ratings for the premiere of a show (Subramanyam, 2011 as cited in Siegert et al., 2015). A few weeks prior to a show's premiere, a 9 % increase in buzz volume correlates to a 1 % increase in ratings among this group (Subramanyam, 2011 as cited in Siegert et al., 2015). As the middle of the season approaches and then the finale, the correlation is slightly weaker, but still significant, with a 14 % increase in buzz corresponding to a 1 % increase in ratings (Subramanyam, 2011 as cited in Siegert et al., 2015). At the genre level, 18–34 year-old females showed significant buzz-to-ratings relationships for reality programs (competition and non-competition), comedies and dramas, while men of the same age saw strong correlations for competition realities and dramas (Subramanyam, 2011 as cited in Siegert et al., 2015). Another Nielsen (2013) (as cited in Siegert et al., 2015) study looked to investigate the casual relationship between Twitter use and television ratings. The study

found that tweets related to certain shows did indeed result in an impact on television ratings (Nielsen, 2013 as cited in Siegert et al., 2015). 44% of the competitive reality episodes included in the study had Twitter activity lead to an increase in television ratings; 37 % for comedies; 28 % for sports; and 18 % for drama (Nielsen, 2013 as cited in Siegert et al., 2015). The importance of the correlation between Twitter usage and television ratings is also highlighted by major media outlets Twitter activity (Pew Research Center, 2013 as cited in Siegert et al., 2015). In 2011 the Huffington Post posted 415 tweets, and in 2013 it was up to 2,191. The New York Times went up from 391 to 544; The Wall Street Journal from 104 to 520; and MSNBC from 33 to 329 (Pew Research Center, 2013 as cited in Siegert et al., 2015). The power and necessity of user engagement carries with it many implications for brand managers. First and foremost consideration for user engagement must be integrated into all phases of media products. It must be considered during product design, production, distribution, and consumption. Brand managers looking for a holistic approach to customer engagement should consider involvement, interaction, intimacy, and influence. Involvement refers to the presence of a consumer at brand touch point; interaction examines the specific action a person is taking at a brand touch point; intimacy is the affection a person holds for the brand; and influence is the likelihood of a person to advocate on behalf of the brand (Gaffney, 2009 as cited in Siegert et al., 2015). While every consumer has a different mix of the aforementioned qualities, all characteristics contribute to user engagement with the brand in the forms of discovery, evaluation, use, and affinity (Gaffney, 2009 as cited in Siegert et al., 2015). Twitter engagement in television programming once again provides a relevant example to demonstrate successful implementation of the engagement mechanism into all phases of a media product. Pre-show user engagement on Twitter should focus on attaining viewers through the use of information and activation programs

(Wiredset, 2014 as cited in Siegert et al., 2015). Marketing partnerships, hashtag strategies, application launches, and traditional media integration are all useful strategies for attaining viewers during the pre-show phase. Towards the beginning of the show the strategy develops a secondary goal of entertaining the viewers in addition to attaining more (Wiredset, 2014 as cited in Siegert et al., 2015). Tools that helps during this phase include: tweets from show talent, curation for show talent, retweets of talent in the shows' Twitter feed, video clips, and a reiteration of the pre-established hashtags. As the show moves beyond the first commercial break, the goal of attaining new viewers is generally dropped to ensure full focus on entertaining those viewers who have proven to be engaged (Wiredset, 2014 as cited in Siegert et al., 2015). This is usually done through the continuation of live tweets/retweet, replying to the tweets of viewers, Q/A session in real-time, tracking new followers and user-created hashtags for future follow-up, measurement and assessment of what worked, and promotion of next week's incentives for engagement. When the show has concluded the goal changes once again from entertaining viewers to retaining viewers. Tools that assist in this process include: scenes from net week, setup next week's Twitter events, metrics' analysis, establishing projected outcomes for next week's twitter usage, and tie-ins to traditional and integrated marketing initiatives (Wiredset, 2014 as cited in Siegert et al., 2015). Particular focus should be invested in defining, encouraging, and measuring the brand engagement achieved, for any firm interested in seeing their social media engagement transition from a value-adding activity, to monetizable brand equity.

2.5.3   Change 3: Integrated Content Is King

In 1996, Bill Gates, founder of Microsoft stated, "Content is where I expect much of the real money will be made on the Internet, just as it was in broadcasting" (Gates,

1996 as cited in Siegert et al., 2015). Despite criticism that such a viewpoint is too simplistic, and that the true Internet kings are all companies that provide communication services, the blurring between communication and entertainment has given new importance to the phrase, "content is king." (Gates, 1996; Odlyzko, 2001 as cited in Siegert et al., 2015) Contemporary communication services like Facebook and Twitter do not discriminate between what is considered communication and what is considered entertainment. They empower users to create and define their own content in ways that seems most suitable to them. This empowerment and blurring of definitions is not limited to the end-consumer asit also enables brands to integrate contextually relevant brand messages from sponsors with professionally produced media content. This is known as integrated content and its success is dependent on maintaining consumer relevance, as media that is deemed of value to consumers may drive attention and involvement in the brand (Young, 2014 as cited in Siegert et al., 2015). As such, it is important to consider fit between the sponsor message and the subject matter of the media. While industry professionals refer to this fit using a wide array of terms including: branded entertainment, content marketing, branded journalism, and native advertising it is ultimately the act of integrating brand messages into professionally produced content in any capacity that allows advertisers to organically reach consumers without necessarily stopping them for a commercial break (Young, 2014 as cited in Siegert et al., 2015). Accordingly, it may be fair to say that "integrated content is king," which is well demonstrated by the success of companies like HBO and Red Bull. In 2009, HBO started a campaign where the moniker was "It's not TV. It's HBO." (Creative Criminals, 2009 as cited in Siegert et al., 2015). Of course in 2009, this was not in reference to the platform the consumer was choosing to consume their content on, but to the content itself. It meant that there was something inherently different about HBO content than other programs on television (Creative

Criminals, 2009 as cited in Siegert et al., 2015). Over time this was arguably proven to be

true as HBO's exclusive programs like Game of Thrones and The Leftovers generally

have significantly higher budgets than traditional television, thus allowing for superior

production quality, scripts, and casting (Stock, 2014 as cited in Siegert et al., 2015).

Eventually the "It's not TV. It's HBO." moniker was dropped, because the statement was

no longer needed. The brand message had been integrated into the show through its

decisively different level of quality versus competing programs, and all that was required

moving forward was a flash of the HBO logo before and after each program (Creative

Criminals, 2009; Stock, 2014 as cited in Siegert et al., 2015). Red Bull's approach to

integrating its brand message into professionally produced content came in a different

form, as it looked to video based social networks like YouTube as potential public spheres

for consumers interested in sharing their experience with the brand (Red Bull, 2014 as

cited in Siegert et al., 2015). While the company had a history of sponsoring

unconventional and extreme stunts and sport events, it was the integrated content they

offered on YouTube that allowed them to tell brand stories through engaging and relevant

video content. Snowboard videos, live streaming sky dives, and archives of do-it-yourself

(DIY) flying crafts told a story that was as attractive as competing media content (Red

Bull, 2014 as cited in Siegert et al., 2015). While it is still an important technique, having

branded content appears alongside professionally produced media in the form of

commercial breaks or strategically placed advertisements is no longer the only way to

reach consumers. Brands that have been able to tell stories directly to the consumers

through engaging and meaningful content are generating high levels of brand equity that

can be leveraged in support of product engagement. A Digiday (2013) (as cited in Siegert

et al., 2015) study on online marketing tactics indicated that 25 % of respondents felt that

online branded content was the most effective way a brand could achieve their objectives.

Branded content achieved the same level of importance as social networks, and search, and was considered more effective than email, mobile, or display tactics (Digiday, 2013 as cited in Siegert et al., 2015). It is also worth noting that video was considered the most effective method in achieving branding objectives, implying that branded video content resonates highly with consumers (Digiday, 2013 as cited in Siegert et al., 2015). The importance of branded video content can also be highlighted by the website Storify. The concept behind the emerging social network is that what people are most interested in consuming are curated stories that put contextual relevance into what a viewer is consuming (Storify, 2014 as cited in Siegert et al., 2015). Accordingly, it allows users to collect media from around the Internet, create a story via the Spotify applet, as well as share, publish, and embed that story practically anywhere on the Internet (Storify, 2014 as cited in Siegert et al., 2015). The success of Storify and the importance of branded video content that tells a compelling story have triggered a variety of brands including Politico, CNNMoney, and HBO to use Storify as another tool for integrating brand messages into meaningful content (Storify, 2014 as cited in Siegert et al., 2015). Despite the recent success stories surrounding story driven branded content, there are certain challenges that have emerged that are both ethical, and organizational. From an ethical perspective, there is much discourse surrounding whether incorporating branded content into news media compromises journalistic integrity. Another consideration from the brand management side should also be whether it will serve to further dilute the brand message and confuse the consumer. While there is no simple answer to the issues surrounding branded journalism, each media firm must look to their mission and substance of their content to determine whether incorporating market driven, branded journalism is contextually relevant and beneficial given their corporate culture. For example, Forbes Brand Voice advertising initiative works for marketers because of the equity that Forbes has

established with its audience (Forbes, 2014 as cited in Siegert et al., 2015). The location of ad space within Forbes.com and the print edition lends credibility to companies that participate in this program, but only so far as Forbes' credibility remains (Forbes, 2014 as cited in Siegert et al., 2015). Informed consumers also know that Forbes will not want to damage the trust in their brand, both from a journalistic perspective, and from a long-term growth viewpoint (Forbes, 2014 as cited in Siegert et al., 2015). This approach is valuable to the media brands that are looking to distinguish their offering and value, while at the same time fear they are being commoditized in a marketplace where real-time bidding on ad inventory and automated ad networks is growing. Shifting to look at the organizational side of branded storytelling, consideration must be given to whether brand communicators need to be developed to act as both internal and external champions on behalf of the media entity (Beurer-Züllig, Fieseler, & Meckel, 2009 as cited in Siegert et al., 2015). Brand communicators look to combine the tenets of journalism with brand storytelling to provide a transparent, open and engaging way to have a conversation about a brand and tell its story to an interested audience (Beurer-Züllig et al., 2009 as cited in Siegert et al., 2015). This of course requires a large investment of resources by the firm, as well as the willingness to adhere to the values embedded within the stories being promoted. Another method for bringing context and relevance to a brand's story without necessarily going through a brand communicator is digital curation (Kramer, 2010 as cited in Siegert et al., 2015). This allows a media entity to curate their brand's story digitally during the distribution of their content in an attempt to bring larger context to a user's digital access experience (Kramer, 2010 as cited in Siegert et al., 2015). The recent proliferation of content marketing has left many researchers and analysts considering the long-term brand implications (Young, 2014 as cited in Siegert et al., 2015). As this is a pioneering area of media branding 3.0 it would be difficult to speculate that the

marketplace has truly experienced the broader implications of native branding, but an early look suggests that consideration should be given to an increase in the amount of co-branding relationships (Thompson & Strutton, 2012 as cited in Siegert et al., 2015); the potential for brand equity dilution as a result of consumer confusion as to who is the originator of aggregated content editorial integrity of engaging in branded journalism; the potential for new competition to be generated from independently branded story driven content (e.g., could a Red Bull sky diving video achieve a higher audience than a primetime television program?); and finally the potential development of brand content syndication outlets that farm out branded content to populate vacant space on the Internet (Wallenstein, 2013 as cited in Siegert et al., 2015).

2.5.4 Change 4: Intelligent and Connected Media Access

Another change we are facing today is the development of networked, connected, and intelligent media access. With the proliferation of connected devices, the focus is on the act of consumption, not the devices or access points (Jenkins, 2008 as cited in Siegert et al., 2015). Consumers expect fluid transitions from one access point to the next (Napoli, 2011 as cited in Siegert et al., 2015). The content needs to follow the consumer and be presented in the optimal format for consumption on that particular platform or combination of platforms (Jenkins, 2008 as cited in Siegert et al., 2015). As cloud services in mobile, network, database, server, app, and web industries proliferate consumers are no longer limited to pre-established linear media habits but can choose to be well informed active media consumers (Jenkins, 2008 as cited in Siegert et al., 2015). This behavioral shift is a result of web 3.0 powered intelligent networks that are accessible from mobile devices, intelligent personalization software derived from actual user behaviors (e.g., Apple genius recommendations), and an increase in cloud-based

media service. Stepping away from consumer demands, just the act of using the Internet as a mobile repository of media and information requires sophisticated and networked synchronization technologies converging across multiple media platforms. The evidence of such a change within the marketplace can be found in the sales metrics of converged technological devices. An eMarketer (2013) (as cited in Siegert et al., 2015) study reported that in 2013 the number of smart TV households in the United States grew to 23 %, up from 15 % in 2012, and 8 % in2011. Furthermore, it is anticipated that smart TV penetration will hit 29 % of American households by the end of 2014, and 40 % by the end of 2016 (eMarketer, 2013 as cited in Siegert et al., 2015). While there can be little doubt that consumers are demanding more sophisticated technologies that provide them 24/7 intelligent and networked media solutions, some critics would argue that this does not necessarily necessitate a change in consumer behavior. In an attempt to provide an impartial and empirical response to this line of thought a European research team conducted a study of American media consumers, specifically trying to identify whether the primary attention of media consumers was indeed becoming more complex (i.e., splitting across platforms), or staying relatively simplistic in nature (i.e., exclusive to a single platform) (Gesellschaft fur Konsumforschung, 2013 as cited in Siegert et al., 2015). The findings demonstrated that 36 % of second screen users that were engaging both a television and tablet simultaneously felt that they were equally focused on both devices (Gesellschaft fur Konsumforschung, 2013 as cited in Siegert et al., 2015). While it is worth noting that 36 % primarily focused on the tablet exclusively, whereas 28 % focused on the television exclusively, it is impressive to see that multiplatform consumers are not necessarily replacing one platform with another, but are actually choosing to consume more media (Gesellschaft fur Konsumforschung, 2013 as cited in Siegert et al., 2015). The implications of the proliferation of intelligent and connected media access are

extensive for media brand managers who must address how content design, production, distribution and presentation can be fluid across platforms. While it can be a challenge to manage the multiplatform and app ecosystems while maintaining a consistent brand message, the benefits of integrated and engaging content streamed directly to the consumer at whichever media touch point they access the Internet from have been extensively discussed in the previous sections. One potential solution for ensuring a uniform brand message is maintained across all converged media devices is through the use of brand advocates (Sharma & Pandey, 2011 as cited in Siegert et al., 2015). By identifying and amplifying the power of super-engaged cross-platform users it is possible to protect your brand message while simultaneously promoting tertiary brand touch points to greater prominence (Sharma & Pandey, 2011 as cited in Siegert et al., 2015). Other tools include brand transparency to mitigate any undesirable information that is diffused as a result of the reduced control over multiple touch points (Biro, 2013 as cited in Siegert et al., 2015); and brand reputation training for all employees as any employee with a social network can cause positive or negative brand value (Jiyoung, Yang, & Kim, 2013 as cited in Siegert et al., 2015). Finally, since intelligent network access points are still in the growth stage of the product life cycle it would be an opportune time for brand managers to experiment with access sequence impacts, and determine whether the order in which a user is exposed to information across different platforms impacts their brand loyalty and relationships.

2.5.5   Change 5: Data Everywhere

The last major change that has heralded in the media branding 3.0 era, is the availability of big data (McGuire et al., 2012 as cited in Siegert et al., 2015). The lowering costs of computer memory coupled with increased capacity enable companies to

track every interaction with a consumer to a level that was not previously attainable. Disney for example has changed their traditional season passes into scannable wristbands that extract market intelligence on everything from popularity of merchandise, to ride wait times (Disney, 2014 as cited in Siegert et al., 2015). The unique element of this change is that it invariably supports and informs all the other changes discussed in the previous sections. The direct access to consumers made possible by the new value chain when supported by big data allows for tracking and measuring of the full consumer experience from engagement to post-purchase brand interactions (McGuire et al., 2012 as cited in Siegert et al., 2015). The success of multimedia user engagement opportunities are tracked and learned from to ensure future engagement activities are equally or more successful (e.g., tracking twitter activity during a live broadcast to set goals for future twitter engagement initiatives) (Wiredset, 2014 as cited in Siegert et al., 2015). The market intelligence extracted from the aforementioned engagement experiences is then used to inform brand managers on how best to integrate the firm's brand message into professionally produced media content. Finally, the proliferation of intelligent networks has shown the practical consumer benefits of the availability of big data by consistently streaming sports and news information into customized news tickers on the bottom of one's television, to tracking what products are in the fridge and sending out mobile alerts when a household is getting a low on milk and other beverages (Cisco, 2014 as cited in Siegert et al., 2015). From an organizational perspective a 2012 study conducted by IBM and the University of Oxford's Said Business School demonstrated that more and more companies are recognizing the competitive advantages that can be derived from big data. In 2012, 63 % of UK respondents agreed that big data can be used to identify unique selling propositions, up from 34 % in 2012 (IBM & Oxford University, 2012 as cited in Siegert et al., 2015). 38 % of respondents indicated that they use big data for customer-

centric outcomes; 26 % used it for optimizing operations; while 18 % used it for enabling

new business models. 90 % of respondents indicated that big data is generally gathered

during business transactions, followed by 72 % of respondents gathering big data from

data logs (the source of these logs was not specified) (IBM & Oxford University, 2012 as

cited in Siegert et al., 2015). In the United States studies also indicated a newfound

importance on big data, as eMarketer (2013 as cited in Siegert et al., 2015) found that

64 % of agency respondents, and 64 % of marketer respondents indicated that the leading

benefit of big data is, "developing greater insight into the customer experience across all

types of media, and then creating a strategy that turns this understanding in positive

results." While it is clear that many organizations are recording big data in order to

benefit from the opportunities it presents, brand managers should be aware that 41 % of

UK companies in the IBM/Oxford (2012) (as cited in Siegert et al., 2015) study cited a

lack of understanding of how to use big data to impact business as the number one reason

for not engaging in a big data collection opportunity. Ultimately, attempting to utilize big

data without prior knowledge of how it has been successfully applied is likely to result in

challenges. Amazon presents an excellent case study for any brand mangers interested in

learning from historically successful applications of big data. Amazon is likely the most

widely known example of an international firm that uses big data for key business goals.

In 2013 Amazon Studios posted 14 different pilots for any interested customer to watch

and rate (Solsman, 2013 as cited in Siegert et al., 2015). Two of those shows, Alpha

House, and Those Who Can't were made into full series (Solsman, 2013 as cited in

Siegert et al., 2015). This big data agenda is not something new for Amazon as past

acquisitions target information/data based companies. The 1998 acquisition of the Internet

Movie Database (IMDb) is now paying off major dividends, as Amazon is able to make

purchase recommendations based on what movies users have searched for on IMDb

(2014) (as cited in Siegert et al., 2015). Other big data acquisitions made by Amazon include Goodreads, a social cataloging website for books (goodreads, 2014 as cited in Siegert et al., 2015); ComiXology, the most commonly used cloud-based digital comic reader (comiXology, 2014 as cited in Siegert et al., 2015); and Alexa, a web-based information company that ranks websites based on Internet traffic (Alexa, 2014 as cited in Siegert et al., 2015). An important take away from this Amazon example is learning when to combine audience data with other interactive data (e.g. IMDb) to achieve a greater vision of the marketplace. While big data is a crucial component of this new media branding landscape, it is particularly important to remember that media is an art form, and while big data is a useful tool for understanding your consumers, the brand stories being told must be engaging and immersive.

3.0 Chapter 3: Methodology

3.1 Research Design

As research methodology mixed method was applied in this study. In qualitative part, focus group discussion and in-depth interview were conducted. In quantitative part, a sample survey was conducted. Purpose of the FGDs of readers was to explore the perception of readers about branding of newspaper. Another FGD explored branding of newspaper industry from sales, marketing and brand professionals. In-depth interview revealed corporate and social image of newspaper industry in terms of branding from sales, marketing and brand professionals. Sample survey among newspaper readers explored the perception of readers about branding of newspaper. Details of the methods are -

A. Focus Group Discussions (FGD)

In three Focus Group Discussions, participants are from following groups:

a. FGD-1: Employees of the Daily Prothom Alo from

- Brand department

- Marketing department

- Advertisement sales department and

- Circulation Sales department

b. FGD-2: Prothom Alo readers

- Who reads only Prothom Alo

c. FGD-3: Readers of other newspapers

- Who reads other newspapers

- Who reads more than one newspaper

B. In-Depth Interview

In five in-depth interviews, interviewees are

- Editor of the Daily Star/ Representative of the Editor

- Four Brand or Marketing professionals

C. Sampling Method

- *Population:* All readers of Bengali and English national daily newspapers

- *Sampling frame*: Readers based on different criteria and location in Dhaka division

- *Sampling unit*: Individual reader of Bengali and English national daily newspapers

- *Sample Size*: 442 respondents

- *Sampling Technique*: Convenience Sampling

- *Data collection method*: Survey method

3.2 Development of research tools

Initially, a survey questionnaire was prepared based on existed branding related research work conducted for the Daily Prothom Alo. This questionnaire was upgraded to cover all the context of the research. Then this rough questionnaire was informally tested among some employees of the Daily Prothom Alo. Taking their feedback this questionnaire was upgraded again. Covering the same context discussion guideline (DG) was prepared for readers' focus group discussions (FGDs). A separate discussion guideline (DG) was developed for one FGD among sales, marketing and brand professionals. One set of open ended in-depth interview questionnaire was developed for four sales, marketing and brand professionals. Another set of open ended in-depth interview questionnaire was developed

for one representative of the Editor of a renowned newspaper. All these tools were finalized after approval of supervisor of this study.

3.3 Field Work and Data Collection

I interviewed four sales, marketing and brand professionals personally. I also interviewed representative of the Editor. I conducted all three FGDs. I recorded all interviews and FGDs in audio format. For sample survey, I took help from my colleagues and some other volunteers from University of Dhaka. For this purpose my family members also helped me. Survey questionnaires are available as hard copy printed format.

3.4 Data Preparation and Analysis

I have analyzed data from in-depth interviews and FGDs by listening audio and writing major points directly in the Microsoft Word document. Participants of readers' FGD were also provided questionnaire to fill about their socio-demographic characteristics and some newspaper related questions. I analyzed the data using Microsoft Excel. I used SPSS software for survey data entry and analysis. Frequency table analysis, cross table analysis, reliability analysis and factor analysis were performed. Frequency table and cross table data were further processed in Microsoft Excel for generating charts.

4.0 Chapter 4: Findings and Results

In this study, I conducted in-depth interviews, FGDs and survey. In this chapter, I describe about findings, results and existed branding strategies of Bangladeshi daily newspaper industry.

4.1 In-Depth Interview

I conducted in-depth interview among following Brand and Marketing professionals-

1. Ashraf Bin Taj, Managing Director, International Distribution Company Bangladesh (Pvt) Limited

2. Syed Gousul Alam Shaon, Managing Partner and Country Head, Grey Bangladesh

3. Dr. Jesmin Zaman, Head of Marketing, Square Toiletries Limited

4. Shariful Islam, Founder, MD and Editor, Bangladesh Brand Forum

Following sections describe the important parts of the results and these sections also provide idea about corporate and social image of daily newspaper industry-

A. Popular Elements of Branding in Bangladesh

Interviewee mentioned about popular branding elements in Bangladesh. Generally, Logo, symbol and name are widely used as branding elements. Price and availability of products or services are also important for consumers. Following are the popular elements of branding in Bangladesh.

- Logo
- Symbol
- Name
- Color scheme/ Color palate
- Template
- Font
- Uses pattern of logo
- Pattern of visual/ pattern of copy
- Price
- Value for money
- Consumer safety
- Purity of product
- Cultural history of Bangladesh
- Consumer safety
- Availability of products or services

Consumer safety or purity is very important for food industry. For FMCG availability of products near consumer and value for money are important elements of branding.

B. Popular Elements of Branding in media/newspaper industry

For a newspaper look, headlines, font, color scheme, logo, photography style and authenticity of news are important elements of branding. Price and availability of products are also very important elements. Following is the list of popular branding elements for media industry in particular newspaper industry.

- Newspaper copy/ look
- Headline
- Font
- Color scheme
- Logo
- Photography style

- Authenticity/credibility
- Price
- Value for money
- Consumer safety
- Cultural history of Bangladesh
- Availability of products

C. Popular promotional tools in Bangladesh

To deliver promotional messages to consumers, choice of proper promotional tools is very important. Following list contains popular promotional tools of Bangladesh.

- TV
- Newspaper
- Digital media (Social media)
- Event and Activation
- Door-to-door
- Product/Service itself
- Outdoor

Promotional tools vary business sector wise. Purpose of the promotion and target groups for the product or service are important factors for determining promotional tools. To target youth social media is an attractive choice. Popularity of event and activation and door-to-door campaign is also increasing. Outdoor advertising or out of home advertisement is reforming to modern format from its old format. Now small and medium size LED screens are available at the footpaths of Dhaka city. Advertisement locations are available at bus stops, shops and restaurants. Buses, cars and other vehicles carry advertisements. To target SEC-B, C and E, 'savings of money on purchase of product or service' is an effective communication message. In case of SEC-A, value maximization, image maximization, loyalty club or recognition are best communication messages. For hospitality industry, savings packages are attractive. Example- 10% discount on 4 days packages. For new generation consumers of telecom industry, free internet packages are very attractive. Female consumers also respond to price off offers.

In newspaper industry, loyalty card or library card are good options through which they will enjoy benefits in different cultural program or libraries.

D. Media preference list of advertisers

Nineteenth century Philadelphia retailer John Wanamaker supposedly said, "Half the money I spend on advertising is wasted; the trouble is I don't know which half."

In the recent time, advertisers want to measure return on investment (ROI) more precisely. They want to ensure their investment is successful. Audience measurement in digital platforms is easier now. Target setting is also more advanced. One can target audience according to geography, age, interest and many more parameters. ROI of digital platforms are higher than traditional mediums. As a result, digital platforms are most favorites to advertiser now. Latest and previous media preference list of advertisers' are-

Table 4: Media preference list of advertisers

	Present preference	Previous preference
	Digital (Facebook, YouTube, Google, Mobile, News sites, Apps)	TV Newspaper
	TV	FM
	Newspaper	Outdoor
	FM	Event and activation
	Event and activation	
	Outdoor	

To prefer a media, purpose of promotion is important. For a new launch, newspaper is preferred. For continuous awareness or visibility, TV is good. To target homemakers, TV is better. To target young individual digital platforms and FM are lucrative. Digital platforms have flexible options to create and present promotional messages. Therefore, target group is very important to choose an advertisement medium.

E. Media budget shift

Media budget allocation has been changing with the change in the media preference of advertisers. TV and newspaper budget are shifting towards digital. To target youth, organizations design campaigns only based on digital platforms. More engaging and attractive promotional content creation is possible in digital mediums. Cost of campaign is very low comparing to newspaper and TV. Small organization cannot afford newspaper and TV advertisement costs. Budget allocation for event and activation is also increasing. To improve distribution channels budget is increasing. Organizations are also cutting budget from saving tendency.

Population of Bangladesh is youth tiled. This youth population uses digital platforms more than other mediums. Therefore, digital mediums are very important to reach them. Popularity of local TV and FM radio channels is declining because of their contents. Popularity of newspaper is declining because of form issue.

F. Considerations to choose a media for advertisement

To choose a media following factors are important-

- Purpose of the promotion

- Context

- Content relevance

- Target group

- Return on investment (ROI)

Advertisers analyze what target group (TG) is important for them. Based on TG analysis for digital platforms advertiser may estimate 50% conversion where for traditional media it is not more than 2%. In this case, digital platforms are lucrative. For niche products, FM radio or digital platforms may be right choices. If an advertiser want to change the social outlook through advertisement messages, mass media i.e. TV and newspaper are necessary.

Objectivity is increasing day by day to purchase media. Media industry is very competitive now. Advertisers have many choices. Subjective spending is not valid now. Luxury of ad spending has also been reducing. Advertisers follow professional approaches to purchase advertisement spots. They cannot spend alone. They have to show justification of each spending to their superiors. New generation of CEOs', love to achieve more. Therefore, they are more objective and profit centric. They allow emotion and gut feelings less.

G. Promotional tools for a newspaper

Newspaper publishers of Bangladesh use promotional tools to create good image to the society. Respondents expressed their opinion about following tools-

- Corporate Social Responsibility (CSR)

CSR programs provide opportunities to connect with new audiences. Programs with recognized relevant welfare organization may create more attraction. Business connection with programs is important. An organization has conduct CSR programs as their habitual characteristics. People love those brands those are socially responsible.

Figure 9: Combat against acid violence: Acid Survivors' Foundation (ASF) and Prothom Alo Trust organized a human chain program to protest against the acid attack on Nasima Akter in Mirpur Zoo on 28 September, 2016

- Event and activation

Event and activation also help to attract news audience. These types of programs differentiate a brand from the others. Events with advertisers also provide scopes to earn.

Figure 10: Ayush-Naksha wedding festival 2018

- Sponsorship

Strategic sponsorship is important. Sponsorship on programs related to target group of any newspaper can create good brand image.

- Public relations (PR)

Generally, newspaper publishers publish their own activities as news format at their own newspapers. Interviewees provided positive opinion about PR. Sometimes multiple newspapers from same owner publish news for each other. There are two images of news given below as example of PR.

The Daily Star

The Daily Prothom Alo

Figure 11: The Daily Star and the Daily Prothom Alo published PR news articles

- Content branding

Relevant contents or sections of a newspaper are lucrative for some advertisers. Lifestyle supplements carry fashion or beauty product advertisements. Interviewee suggested monetizing popular pages or sections. They also emphasized on short video-based contents for online portal. Advertisers are very interested to sponsor video-based sections on online. There are many sponsored music videos available on YouTube. Following supplement page carries advertisement of 'Lifebuoy' hand wash and relevant article.

Figure 12: Content branding on 'Naksha'

- Expansion of marketing sectors

Marketing sectors are expanding day by day. Following are some new sectors growing rapidly-

i. Digital Marketing- Digital marketing is the marketing of products or services using digital technologies on the Internet, through mobile phone Apps, display advertising and any other digital mediums. Digital marketing channels are systems based on the internet that can create, accelerate and transmit product value from producer to a consumer terminal, through digital networks. 'Digital' is not just yet another channel for marketing. It requires a new approach to marketing and a new understanding of customer behavior. For example, it requires companies to analyze and quantify the value of downloads of apps on mobile devices, tweets on Twitter, likes on Facebook and so on.

ii. E-commerce-
E-commerce (electronic commerce) is the activity of electronically buying or selling of products on online services or over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems and automated data collection systems.

iii.   Business-to-business (B2B) - Business-to-business (B2B or, in some countries, BtoB) is a situation where one business makes a commercial transaction with another. This typically occurs when: A business is sourcing materials for their production process for output (e.g. a food manufacturer purchasing salt). A business needs the services of another for operational reasons (e.g. a food manufacturer employing an accountancy firm to audit their finances). A business re-sells goods and services produced by others (e.g. a retailer buying the end product from the food manufacturer).

These sectors are developing day by day. We need more knowledge about the sectors to apply these in different business sectors. Digital adaptability is imperative for any organization now. Engagement and interactivity with consumers are necessary to understand.

H. Future marketing techniques

Future marketing techniques will be technology based. Every organization should develop their technological skills. Consumers have many options to gather information. It is very difficult to attract them with only advertisements. Organizations are losing power to induce consumer to change lifestyle. Now we are in an era where consumers decide what they want to do. Marketing programs should connect human spirit. Three points are important for future marketing- good to people, good to planet and good to environment. Brands, which give value to human welfare and socially responsible will be acceptable by consumers. It is high time to align marketing objectives with sustainable development goals.

I. Future of media/newspaper

Previously options to audiences were very limited. Media selected about programs what audience should read or see or listen. Now options are unlimited. Audience decides what they want to read, see or listen. TV, newspaper or news portal need more content considering consumers test. Verities of contents collected from multiple sources will attract audience more. Content providers can retain audience by providing contents covering all sectors of human life. Generalization of content is losing appeal. Audience centric contents improve time spends. Print to digital is the natural shift. Youth population use digital platforms more than any other age group. Youth centric contents on digital platforms will attract them.

It will be beneficial to map information regarding subscribers or readers of newspaper. Every newspaper or any other media organization should have clear idea about their target groups. These steps will make monetization process easy. For paid digital version of newspaper, each subscriber can get one unique ID. Against one ID, more than one user can get access to the digital platform. Profiling of the users is important. Audience profiling will create scope to serve users customized contents based on their liking. Newspaper publisher have focus on political contents. It is high time to redecorate the main newspaper. Publishers need to understand their audience. When they will learn to deliver proper relevant contents, readers will get more value. This is the key to acquire loyal readers. For youth tiled Bangladesh, youth centric content is lucrative.

Popularity of online news portal is increasing day by day. Diversified content is necessary for different audience groups. This is the high time to prepare for future.

J. Future branding strategy

Authenticity will be more important in future. No one will accept a brand if the promotional messages are not authentic. Consumer has access to lots of information. If

consumer find a brand is lying, organizations are not behaving socially then they will reject the brand. In the newspaper industry, redesign of the newspaper is very important. Content should be relevant for audience. Target group for the newspaper should be determined. Publishers need to develop their branding strategy based on target group. Every product or service has to solve problem of the consumer. This is the main reason why brand conquers heart of its consumers.

In an another in-depth interview following person represent editor of the Daily Star-

     Md. Tajdin Hassan

     Head of Marketing

     The Daily Star

Following sections represent the discussions-

A. Necessity of reading newspaper

Every citizen of the nation has some basic rights. They can get information through newspaper where they are deprived. Newspaper is social doctor. A newspaper serves wide verities of readers with wide verities of contents. University students get latest information about future job as well as prepare for competitive job exams. National, international, sports, business, literature, history, arts, entertainment etc. news are important for job exams especially government jobs. Corporate jobholders get latest business news as well as different business indexes from business pages. Female readers get updates about latest fashion, home decor, fitness tips and cooking tips etc. Internet provides vast information. Readers cannot decide what to read, what is important, what is true. Newspaper provides relevant, important and authentic news. Any level of readers can read newspaper and get benefit. Newspaper is trustful partner of readers.

B. Importance of CSR activities, award functions and contests

CSR activities help to crate positive changes in society. The Daily Star organizes 'Bangladesh Business Awards' with the help of DHL. This award encourages business organizations. 'The Daily Star Climate Awards' encourages businesspersons who try to protect environment. Ethical image of the organization is one of the selection criteria for for 'The Daily Star ICT Awards'. 'Rise High Bangladesh' contest is designed to

encourage new export ideas. 'Unsung Women Nation Builders Awards' is designed to honor the underprivileged class women who have always played a pivotal role in the development of the country.

C. Special offers for readers

Students of universities, schools and colleges get newspaper free of cost. Different corporate organizations provide financial aid for the program. The Daily Star authority distributes newspaper to different hotels, restaurants, hospitals and buses at free of cost or at discount rate. These initiatives influence reading habit of readers.

D. Initiative to attract new generation (net generation)

Publisher of the Daily Star has designed a new page called "Star Youth" for youth people covering success stories of youth, leadership, science, tech, data, literature and many more. They also design social media campaigns to encourage youth. `Change Makers forum', an initiative of the Daily Star, inspires innovative ideas of youth. Best idea makers get easy access to renowned financial institutions for financial support.

E. Initiative to retain advertiser

The Daily Star offers lucrative packages combining print and digital platform opportunities to advertisers. Content marketing opportunities are available now. In this case, publisher never compromise journalism. Advertisers have opportunity to sponsor round table meeting for different social issues. Sponsor to any event organized by the publisher is another attractive offer for advertisers.

F. Offers for newspaper agents

Publisher of the Daily Star is very friendly to newspaper agents and hawkers. The authority tries to ensure attractive commission and unsold facilities. Newspaper sales team is working to create more business opportunities for them.

G. Digital strategy

Quality and unbiased news is the main attraction of the news portal of the Daily Star. Like print version readers receive diversified and important contents. Latest and live contents are also especial attraction of the news portal. In these days, readers spend significant time in social media platforms especially on Facebook. The Daily Star has Facebook page and Messenger Bot. The publisher also maintains sound presence in other social media platforms. These are the new ways to stay close with readers and serve them best authentic contents.

H. Present and future content strategy

The Daily Star tries to ensure 'continue journalism without fear or favor'. The publisher believes in constructive criticism. Readers feel the reflection of these policies through contents particularly editorial or co-editorial articles. Positive stories regarding 'change makers stories' are exclusive offers for readers.

4.2 Focus Group Discussion

Participants of focus group discussions were from three groups- a) Brand, sales and marketing professionals, b) The Daily Prothom Alo readers, c) Other newspaper readers and multiple readers. These sections provide ideas about social image of newspaper industry and readers perception about newspaper branding.

Following sections are important parts of the discussions-

  a) Brand, sales and marketing professionals

   The Daily Prothom Alo employees of brand, sales and marketing departments

participated in this focus group discussion. Major points of the discussion are-

A. Branding

Brand means perception of a product to its consumers or readers. Brand implies product

or service characteristics. Brand name may influence consumers to take positive action or

negative action to purchase the product or service.

B. Elements of Branding

 FGD participants mention their opinion about popular elements of branding in

Bangladesh. They particularly address these for newspaper industry. Following table

contains the lists of elements-

Table 5: Popular elements of branding in Bangladesh

Elements of branding (any industry)	Elements of branding (newspaper industry)
• Logo	• Name
• Trademark	• Logo
• Sign	• Masthead
• Color	• Page makeup
• Packaging	• Font
• URL of Website	• Color
• Design	• Design
• Font	• Content
	• Layout of newspaper
	• Tone of newspaper
	• Sub-brand of newspaper
	• CSR

C. Branding strategies in newspaper industry

Branding strategy exist in newspaper industry of Bangladesh. Name, content, layout of newspaper is most important elements of branding in newspaper industry. Some newspaper plays with cover price of the newspaper. Price of the Daily Bangladesh Pratidin makes it more cost effective to its readers.

Generally, newspapers deliver their communication messages considering product attributes. To explain the evolution of newspaper industry of Bangladesh in terms of branding, participants assumed five eras. Explanations of the eras are as follows:

First Era

The Daily Ittefaq (1953) is the true representative of this era. This newspaper played major role during Bengali Language Movement and Liberation War of Bangladesh. Before liberation war, main duty of the newspaper was to serve news related to current affairs especially politics.

Second Era

The Daily Ajker Kagoj (1991) and the Daily Bhorer Kagoj (1992) started delivering more verities of news types. Look of the newspapers were comparatively attractive. Content presentation style was also better.

Third Era

The Daily Prothom Alo (1998) has started publishing with its new way of presentation. News presentation, good printing quality, multiple feature pages and diversified contents have made it as a family newspaper.

Forth Era

The Daily Bangladesh Pratidin (2010) has launched as low price newspaper. It contains news in concise format. Unique feature page format, entertainment news, sports news, editorial and other regular news in concise format attracted readers soon. Low SEC groups and floating readers are main clients of the newspaper.

Fifth Era

Facebook has been influencing readers to change their news consumption pattern. Youth readers are interested to read news through Facebook or other online platforms.

Besides the content branding, the Daily Prothom Alo has also started to concentrate on equity branding. Communication for - "family newspaper", "stand against acid violence", "say 'no' to drugs" are some examples. Bondhu shova activities to help flood wounded people, winter affected people are some other popular activities. Math Olympiad, Science Carnival, Language Contest encourage students and guardians. Through content, communication, event and activation this newspaper conquers hearts of millions of readers and associates. It also inspires to change for good and to improve lifestyle.

D. Challenges of branding strategies in newspaper industry

Generally, newspapers of Bangladesh communicate with product attributes. Because of previous similar communication pattern, new similar communication will not create more value. It is difficult to say, a newspaper is delivering all type of news at aggregate. Lack of content variation is a challenge. Trust about newspaper is reducing especially about source of popularity statistics is not trustworthy to all.

E. Importance of event and activation/CSR activities

Events create opportunities to communicate with readers one-to-one. Event and Activation help to create new reader. Authority of the Daily Prothom Alo organizes events and activation programs considering different group of readers or acquaintances.

Newspapers played important role during liberation war of Bangladesh. This industry has also many contributions in different crisis moments of the country. Therefore, readers expect more from newspapers of Bangladesh. At present time, to offer more to readers, CSR activities are very important beside regular news delivery.

F. Challenges in advertisement

Following are some remarkable challenges for newspaper advertisement-

- To measure impact of advertisement in newspaper is difficult but easy in case of digital platforms.
- Advertisement expenditure at print newspaper is high.
- In digital platforms, advertisers can provide advertisement selecting exact target group. However, in newspaper it is difficult.
- Sometimes advertisers do not provide advertisement for poor printing quality.

G. Improvement areas of newspaper industry

Following points regarding future branding strategy of newspaper industry came out from the discussion-

- Youth audience likes to use digital platforms. It is easy to find what they like or dislike. For youth tiled population, more youth related content is necessary in newspaper or news portal.

- Readers provide less time to read newspaper now. It is the high time to reevaluate page number and news size of high price newspapers.

- Advertisers want to measure the impact of advertisement. It is situation demand to develop easy method for determining return on investment (ROI) of print advertisement.

- Indian top newspapers know brand persona for all editions and sub-brands. They have scope to publish advertisement programmatically. Bangladeshi newspaper industry can introduce these steps.

- Now audiences have unlimited options to spend leisure time. Their taste is changing rapidly. Newspaper organizations need to consider the changes and upgrade to satisfy audience with time.

- Improvement of current newspaper distribution channel is necessary. Newspaper publishers have to know their individual audience. Audience information is necessary to provide different benefit packages to them.

b) FGD of Readers

Newspaper readers participated in two Focus group discussions (FGD). The Daily Prothom Alo readers participated in first FGD. Other newspaper readers and multiple newspaper readers participated in second FGD. Following table represents demographic and socio-economic statuses of the participants. Values are in number of persons.

Table 6: Demographic and socio-economic status of FGD participants

Variables	Values	FGD_2		FGD_3
		PA	Other newspaper	Multiple reader
Age	15-19 yrs	3		1
	20-29 yrs		1	2
	30-44 yrs	2	4	3
	45+ yrs	3	1	1
	Grand Total	8	6	7
Gender	Male	6	5	6
	Female	2	1	1
Marital status	Unmarried	3	3	5
	Married	5	3	2
Profession	Student	3		1
	Private service	2	1	1
	Business		5	5
	Other	3		
Degree	Below SSC	1	3	1
	SSC/Equivalent	1		3
	HSC/Equivalent	1	1	1
	Undergraduate		1	
	Graduate or higher	5	1	2
Income	Below BDT 20,000			1
	BDT 20,000 to 30,000		4	2
	BDT 30,001 to 50,000		1	1
	BDT 50,001 to 1,00,000	2	1	3
	More than BDT 1,00,000	6		

Discussion outcomes are as follows:

A. Meaning of newspaper

Newspaper is a printed news version. It provides complete information. It means knowing unknown. Generally, newspaper contains news regarding events happening previous day. Readers get daily news about national, international, politics, economics, sports, feature and many more. A newspaper also provides an image of society as well as the whole world. These enable to evaluate daily life. Newspaper improves personal and organizational consciousness.

B. Importance of newspaper

Readers get their favorite news from newspaper. Newspaper provides details about an incident but from other medium information is not complete all the time. Reading newspaper is a habit to readers. It is a matter of recreation. Gossip about newspaper topics is an entertainment among newspaper readers. Readers feel uncomfortable when they receive newspaper lately to their hand. Reading newspaper improves creativity. Students can learn vocabulary and writing style through reading newspaper. A newspaper provides different types of news. Local news is also available in newspaper. Feature articles related to religion and health tips are likings of some readers of Bangladesh. Education topics are also popular.

C. Brand Awareness

Participants mentioned maximum three newspaper brand names. Total 21 persons write 61 names. The Daily Prothom Alo is most recalled newspaper brand followed by the Daily Jugantor and the Daily Bangladesh Pratidin.

Following chart contains the detail-
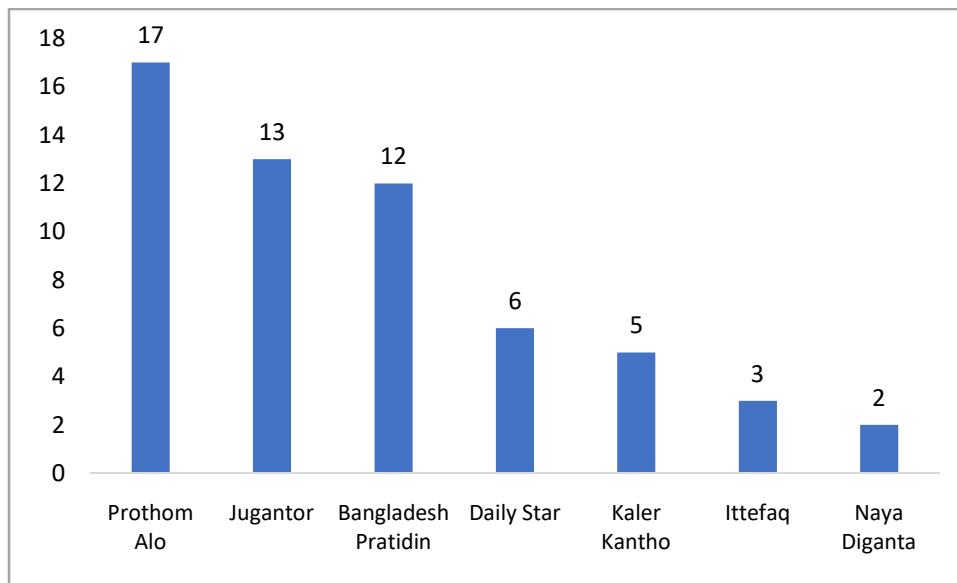
Figure 13: Number of times newspaper names were recalled

D. Brand Association

i. Content

Pronunciation of the Daily Prothom Alo is good. Popular news genres are sports, national, entertainment, international, politics, business, feature, local and opinion. National information of Prothom Alo is unique. Front-page news is important for readers. It contains lead news of the day. Investigative news on front page is attractive. Pictures are comparatively good. Opinion page is also good. Likings of news genre may vary among different age groups. International news is good. Sometimes news contents are from viral social media topics.

The Daily Bangladesh Pratidin has attractive front and back page. Publisher of the newspaper present the news in concise format. Therefore, readers can read news in short time. Headlines of the newspaper create especial attraction to readers. Sports page is the third preference of reading. Rokomari, a regular supplement

page attracts readers for content decoration. This supplement covers contents related to any one topic per issue. Entertainment and opinion pages of this newspaper are also popular choices of readers.

The Daily Jugantor readers like international, sports and entertainment news of this newspaper. Muslim readers prefer the Islamic supplement delivered each Friday. Opinion page contains short articles, which are popular to some readers. Education page has extra attraction for students. Readers of the newspaper feel good for headlines. They also prefer low advertisement at front page.

Ittefaq readers mention their satisfaction about entertainment, education and IT pages. They also prefer headlines of this newspaper.

Political news creates low attraction to all participants. They are not satisfied for the news genre. Some readers do not want to blame publisher about these news. Some readers do not want talk about politics at all.

ii. Number of news

Readers have satisfaction about total number of news delivered in corresponding newspapers.

iii. Quality of news

Readers of the newspapers are happy about the news quality of their favorite newspapers. They feel comfortable while reading news contents.

iv.   Number of Advertisement

The Daily Bangladesh Pratidin has too many advertisements. The Daily Prothom Alo readers also claimed about number of advertisement. Readers of these two newspapers deserve less advertisement in the front page.

v.   Price

The Daily Prothom Alo readers have no argument about cover price of the newspaper. Readers of other newspapers are also satisfied with price of corresponding newspapers.

vi.   Printing quality

The Daily Prothom Alo, the Daily Star, the Daily Bangladesh Pratidin and the Daily Kaler kantho have good printing quality. Other newspapers have problem in printing quality and in newsprint quality.

vii.   Availability of newspaper:

In Dhaka Metro city, all national newspapers are available.

viii.   Supplements

Naksha is the favorite supplement to the female readers of the Daily Prothom Alo. Swapno Nie, Chutir Dine and Adhuna are also readers' favorite. Readers of the Daily Bangladesh Pratidin like the one page regular supplement 'Rokomari'.

ix.   Magazine

Kishor Alo, a monthly magazine for the youngsters published by the publisher of the Daily Prothom Alo is familiar to maximum of the participants.

x.   Words or Phrase match

Readers of the Daily Prothom Alo associate the newspaper brand with three words or phrases – 'Courageous', 'High moral view' and 'Take right decision when

needed'. Readers of the Daily Bangladesh Pratidin associate the brand with

'Middle class'.

xi.   Vehicle characteristics match

The Daily Prothom Alo have vehicle characteristics match with 'Greenline: Quality service'. The Daily Bangladesh Pratidin is associated with 'Highway Bus: Speedy' and 'CNG: Mass, accessible for all'.

E. Newspaper reading behavior

Generally, readers read newspapers in the morning. They spend 30 to 60 minutes to read newspaper. They read newspaper at home. Some heavy readers read newspaper other multiple times of the day- noon, afternoon, evening, night etc. These types of readers read newspaper at workplace also. Some of them spend more than 120 minutes to read newspaper.

F. Other exposed medium

Readers spend times on internet, TV and radio. Internet especially social media (Facebook, YouTube) is popular to them. Minimum time spend on internet is 120 minutes. Maximum of the readers spend three to six hours on internet especially on Facebook. Male readers spend times on online news portals also. Readers mention about reading news content from Facebook. Female readers spend 120 minutes and more on watching TV. They like to watch mega serial, contests on Zee Bangla and Star Jalsha. They also spend time on watching movie. Male readers spend 30 to 60 minutes on watching TV news at night. Some male readers watch TV serial and movies on different national and international TV channels. Some of the male readers use FM radio for news or other

programs using mobile radio. Some readers use car radio to listen FM radio programs. FM radio is popular for cricket commentary, other non-musical programs and news.

G. Preferred source of news

Majority of the participants consider internet is the best source of news. They can get latest news at any place any time through their mobile. TV is the second preference for news. TV is popular for live video news updates. Newspaper is third preference to majority of the readers. In-depth analysis of news is available at news. A newspaper is a written proof of an event. Internet sources especially Facebook has authenticity issue. Newspaper contents are authentic and any one can use these for legal purposes. Newspaper articles regarding social issues create awareness. Family head discusses these issues to family members and aware them about preventive actions. Readers prefer discussion about newspaper articles in public gathering.

H. CSR activities

Readers prefer corporate social responsibility (CSR). They believe these types of initiatives can bring positive change in the society. As media organization, publishers can influence other business organizations to initiate CSR activities. Readers can easily recognize events organized by publisher of the Daily Prothom Alo. Math Olympiad, Language Contest, Debating Contest, Meril Prothom Alo Award ceremony and Bandhushova activities are some popular events to readers. Readers of other newspapers cannot remember recent CSR programs organized by the publishers of their favorite newspaper. Readers of the Daily Jugantor can remember about previous CSR activities.

I. Promotional Activities

Readers cannot recall latest advertisement, banners or other promotional activities of their favorite newspaper brand. Some readers mention about promotional activities of the Daily Prothom Alo and the Daily Jugantor. Some readers can recall slogan of eighteenth anniversary of the Daily Prothom Alo- 'এ দেশের বুকে আঠারো আসুক নেমে'.

J. Brand Loyalty

All of the participants mention that they will read news from print version or online version or both of their favorite newspaper brands. They feel interest to suggest a friend to read contents of their favorite newspaper brands.

K. Promotional offers for readers

Participants are very loyal to their favorite newspaper brand. They believe newspaper reading is their habitual fact. They feel comfortable while reading their favorite newspaper. In this case, they will never switch to other brands if they get any discount on newspaper subscription. If they get discount from their favorite newspaper brand they will accept it. Some readers believe that a newspaper publisher should focus more on content delivery. No discount or promotion is necessary for a quality newspaper.

L. Suggestions

Participants provided many suggestions, which are-

- Majority of youth does not like serious topics. A modern newspaper has to be youth friendly. New form of newspaper can be published containing sports, entertainment, fun, adventure, positive stories, success stories, lifestyle tips and many other youth centric contents. A newspaper should more people focus.

Contents of it will help to solve problems of daily life. A good newspaper should bring positive changes in life.

- Publishers should improve content related to economy, industry and agriculture. Education page can contain attractive colorful images.

- Publishers can publish crime news on separate pages. This will help guardians to keep these pages aloof from kids.

- Readers like attractive headings. Publishers should focus on headlines as well as pronunciation.

- At gathering places readers share newspaper pages. Publishers can print popular pages in different sheets. This will help readers to share their newspaper to more people at a time. Sports, entertainment contents should be available in different sheet. These sheets should have no connection with front and back pages.

- Work pressure is increasing day by day. Readers have less time for reading newspaper. It is better to publish news on short format. Page number of high price newspaper needs reduction.

- Popular newspapers contain huge advertisements. Publishers should reduce advertisement for readers comfort.

- Current price of the newspaper should remain unchanged for long time. This will help to reduce circulation decline.

4.3 Quantitative Analysis

I conducted a survey using convenience sampling. Among 442 respondents, 261 (59%) persons are from University of Dhaka (DU) and rest 181 (41%) persons are from outside DU.

Following table contains demographic and socio-economic status of the sample-

Table 7: Demographic and socio-economic status of survey respondents

Variables	Values	Number of Readers	Percentage of Readers
Age group	15-19 yrs	69	16%
	20-29 yrs	288	65%
	30-44 yrs	68	15%
	45+ yrs	17	4%
	Total	442	
Gender	Male	352	80%
	Female	90	20%
Marital Status	Unmarried	354	80%
	Married	88	20%
Profession	Student	316	71%
	Private service	81	18%
	Govt. service	13	3%
	Business	19	4%
	Other	13	3%
Education	Below SSC	3	1%
	SSC/Equivalent	19	4%
	HSC/Equivalent	233	53%
	Undergraduate	75	17%
	Graduate or higher	112	25%
Income	Below BDT 20,000	126	29%
	BDT 20,000 to 30,000	115	26%
	BDT 30,001 to 50,000	118	27%
	BDT 50,001 to 1,00,000	62	14%
	More than BDT 1,00,000	21	5%

In recent times, audience has many options to spend their leisure time. Social media, TV and radio are lucrative options. In this survey, a scenario about average time spend on the above medium is observed. Following table and chart represent the results-

Table 8: Daily time spend (in min) in different media

Medium	Daily time spend (in min)	Number of respondents
Internet	106	370
Social media	76	364
TV	51	317
Radio	27	137
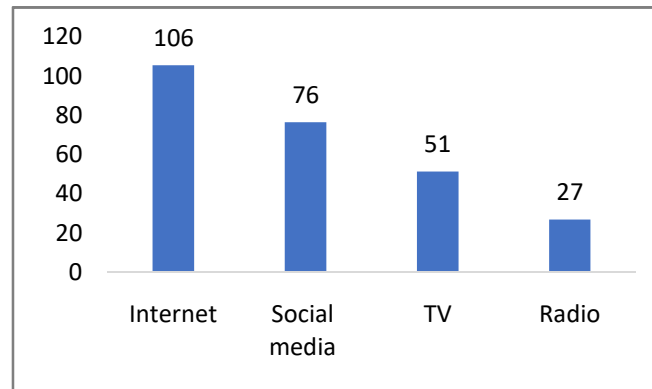
Figure 14: Daily time spend (in min) in different media

Newspaper is also very important to audiences. Newspaper provides news to the audience. However, they can also get news from internet, TV and radio. Internet is most favorite news source among respondents. Newspaper and TV have relative rank two and three. Following table contains detail of the result.

Table 9: Ranking of favorite news source

News Source	Average rank	Relative Rank
Internet	1.8	1
Newspaper	2.1	2
TV	2.5	3
Radio	3.7	4

Among 442 respondents, 364 persons mentioned about their daily time spend for news in different media. They spend on an average 36 min to read news in internet. This figure is 33 min and 26 min for TV and newspaper respectively. Following table contains the overall scenario.

Table 10: Daily time spend for news

Source of News	Daily time spend (in min)	Number of respondents
Internet	36	364
TV	33	255
Newspaper	26	442
Radio	21	81
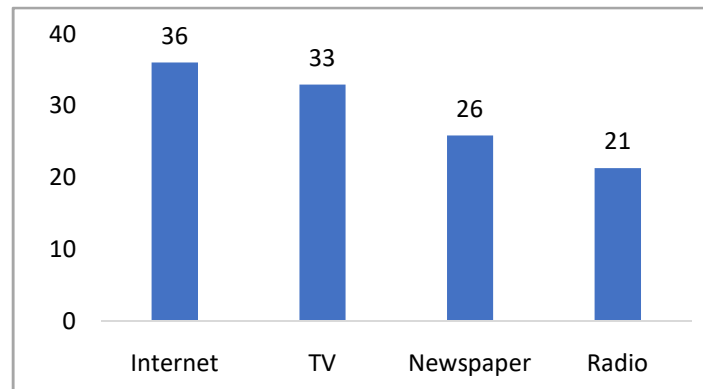
Figure 15: Daily time spend for news (in min)

4.3.1 Brand Awareness

In this survey, respondents wrote maximum three names of newspapers from memory. Total 442 respondents get opportunity to mention maximum 1,326 names. They wrote total 1,290 names. Respondent mentioned the Daily Prothom Alo 393 times. They mentioned the Daily Star, the Daily Bangladesh Pratidin and the Daily Daily Kaler Kantho 278 times, 130 times and 123 times respectively. Respondents mentioned about the Daily Jugantor 91 times. For the Daily Ittefaq and the Daily Samakal these values are 64 and 46 respectively.

Following chart highlights the scenario for major newspapers-
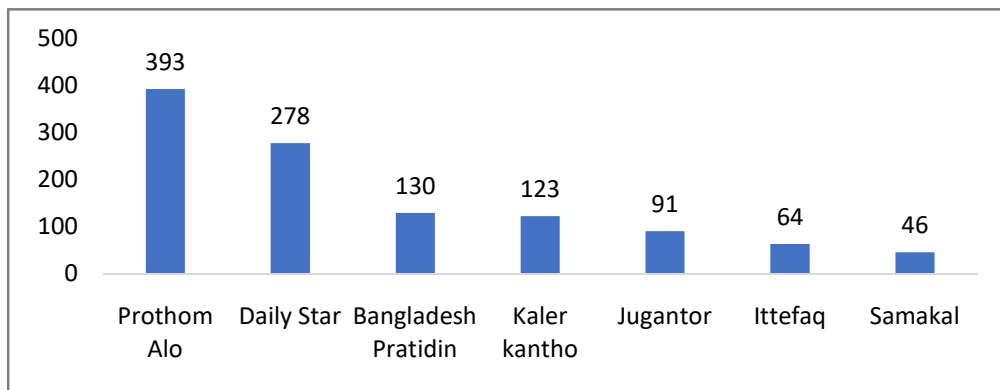
Figure 16: Total number of times newspaper names were recalled

The Daily Prothom Alo is the most read newspaper among respondents. Among 442 respondents, 297 persons mentioned that they read this newspaper daily. The Daily Star and the Daily Bangladesh Pratidin is in the second and third positions respectively. Following chart represent readership information for major newspapers.
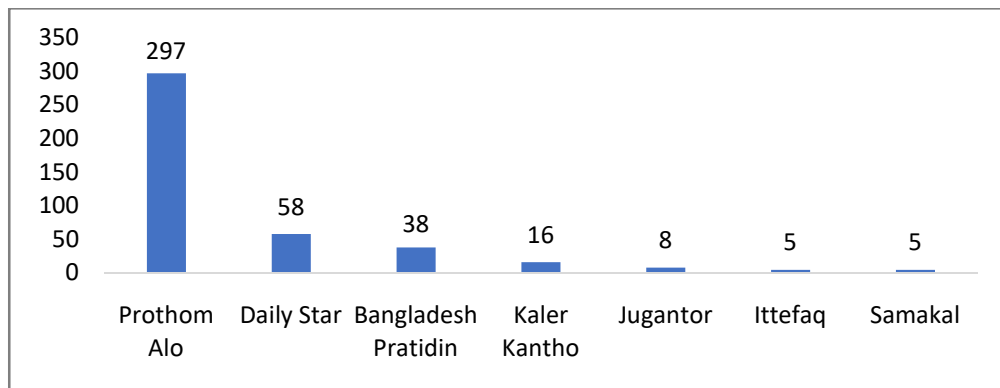
Figure 17: Favorite newspaper read daily (in number of persons)

This above result is the reflection of convenience sample selection from students of University of Dhaka. For whole Bangladesh, the scenario is different. According to National media survey 2018 conducted by Kantar MRB, based on average issue readership (AIR) or daily readership, top newspapers are- the Daily Prothom Alo (6.6 million), the Daily Bangladesh Pratidin (5.5 million), the Daily Jugantor (1.9 million) and the Daily Ittefaq (0.9 million).

4.3.2   Newspaper reading behavior

Generally, newspaper readers get a daily newspaper in the morning of the day. Among the respondents, 57% claim that they read newspaper in the morning. Night, afternoon and evening times are also popular for readers. Noon and late night are less popular periods.
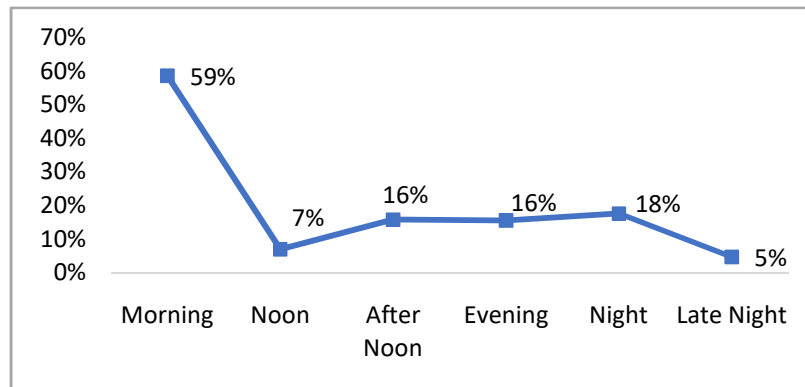
Figure 18: Percentage of readers read newspaper at different times

Respondent of the survey mentioned about their favorite content genres. Sport is the most popular content genre. National, entertainment and international acquires second, third and fourth place respectively. Following table contains the Detail.

Table 11: Rank of different content genre

Genre	Average Rank	Relative Rank
Sports	3.1	1
National	3.6	2
Entertainment	3.7	3
International	4.0	4
Politics	4.2	5
Feature	4.8	6
Local	5.4	7
Other	6.9	8

Rank of Sports

50% 40% 30% 20% 10% 0%

40% 14% 7% 9% 8% 8% 4% 7%

1 2 3 4 5 6 7 8

Rank of National

25% 20% 15% 10% 5% 0%

14% 15% 20% 22% 14% 6% 4% 3%

1 2 3 4 5 6 7 8

Rank of Entertainment

25% 20% 15% 10% 5% 0%

14% 24% 14% 12% 12% 7% 7% 6%

1 2 3 4 5 6 7 8

Rank of International

20% 15% 10% 5% 0%

10% 13% 17% 18% 18% 10% 7% 3%

1 2 3 4 5 6 7 8

Rank of Politics

20% 15% 10% 5% 0%

12% 14% 17% 10% 14% 10% 10% 9%

1 2 3 4 5 6 7 8

Rank of Feature

30% 25% 20% 15% 10% 5% 0%

8% 8% 12% 11% 12% 25% 17% 6%

1 2 3 4 5 6 7 8

Rank of Local

40% 30% 20% 10% 0%

3% 6% 10% 10% 13% 19% 32% 5%

1 2 3 4 5 6 7 8

Rank of Other

60% 50% 40% 30% 20% 10% 0%

3% 3% 2% 3% 3% 6% 10% 54%

1 2 3 4 5 6 7 8

Figure 19: Rank of different news genre (in percentage)

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4.3.3 Brand Association

To asses brand association with newspaper, readers mentioned about their satisfaction for different content genre of their favorite newspaper. Readers were provided 5-point Likert scale (Very Dissatisfied=1, Dissatisfied=2, Neutral=3, Satisfied=4, Very satisfied=5). To measure satisfaction from each news genre percentage of at least satisfied (percentage of satisfied + percentage of very satisfied) readers is considered.   For the Daily Prothom Alo sports genre, 70% of its readers are at least satisfied. For this newspaper, sports contents are most popular to its readers. Feature (56%), international (55%) and national (54.21%) are also popular to readers.
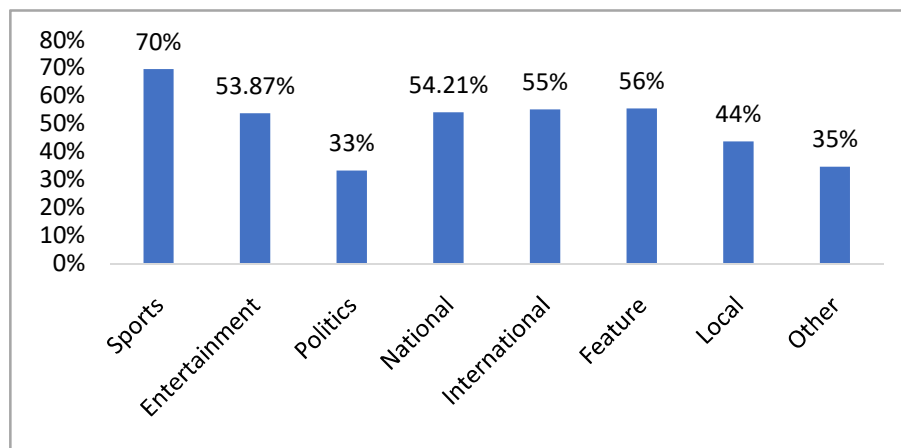
Figure 20: Percentage of the Daily Prothom Alo readers satisfied with different news genre

Readers of the Daily Star like sports (59%), feature (59%) and entertainment (50%) contents.
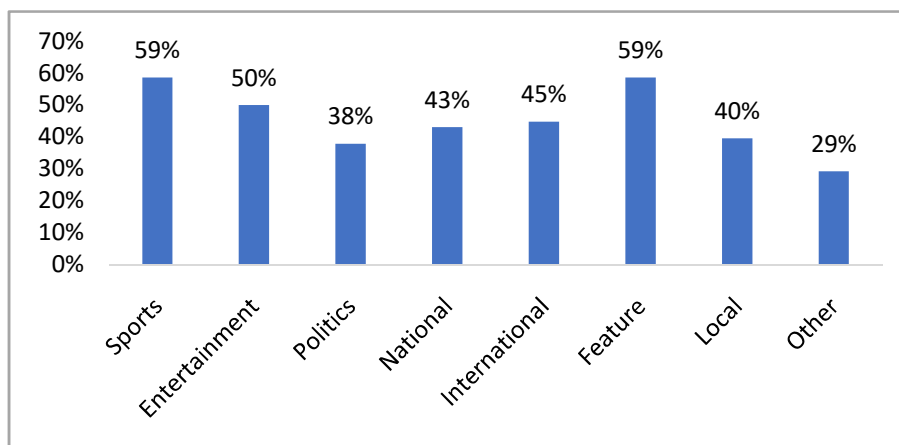
Figure 21: Percentage of the Daily Star readers satisfied with different news genre

Readers of the Daily Bangladesh Pratidin are at least satisfied for sports (66%), national (66%), entertainment (63%) and international (63%) news genre.
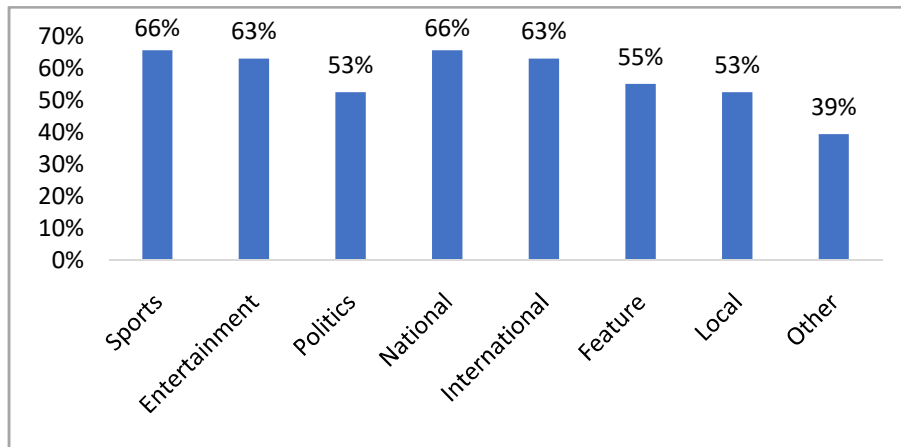
Figure 22: Percentage of the Daily Bangladesh Pratidin readers satisfied with different news genre

Readers marked on 5-point Likert scale (Very Dissatisfied=1, Dissatisfied=2, Neutral=3, Satisfied=4, Very satisfied=5) for their satisfaction about some newspaper related factors e.g. news factors, graphics factors, newspaper look and design factor, printing factors, price and availability etc.. For the Daily Prothom Alo, readers are at least satisfied (percentage of satisfied + percentage of very satisfied) for its availability, well written news, good newsprint quality, attractive headlines and clear font. Number of advertisements is a dissatisfaction factor to readers.
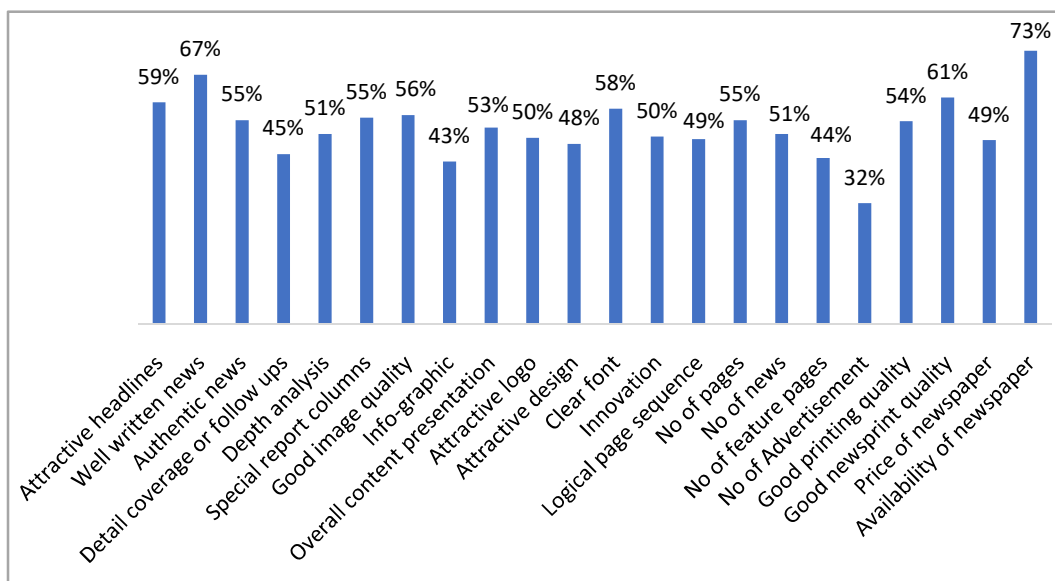
Figure 23: Percentage of the Daily Prothom Alo readers satisfied with different factors

For the Daily Star, readers are at least satisfied for its availability, clear font, attractive headlines, well written news and special reports/columns. On the contrary, number of advertisements is a dissatisfaction factor.
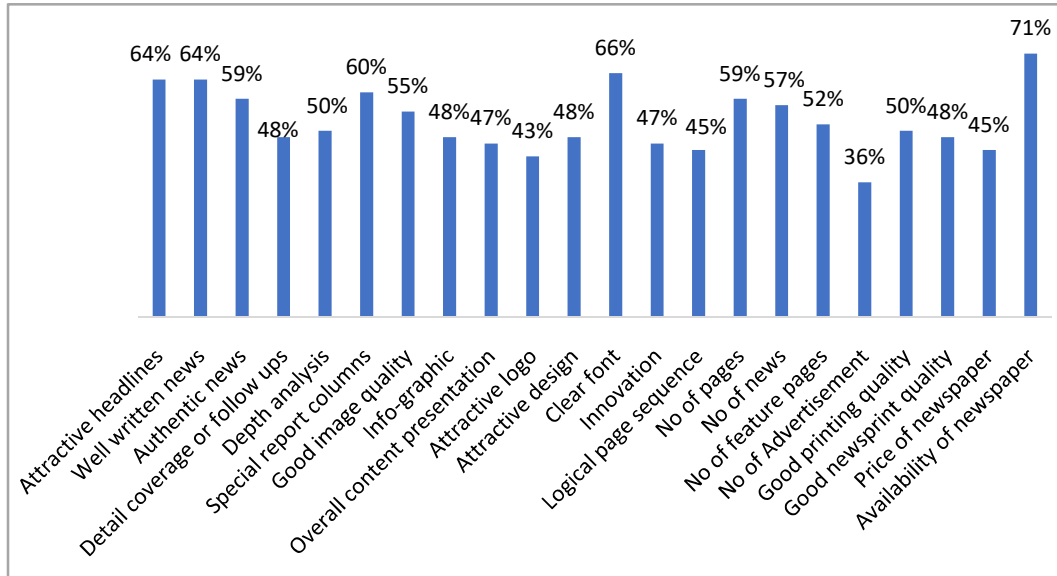
Figure 24: Percentage of the Daily Star readers satisfied with different factors

Newspaper availability, well written news, attractive headlines, clear font and price are attractive factors of the Daily Bangladesh Pratidin. On the other hand, number of advertisements and number of feature pages are factors of dissatisfaction.
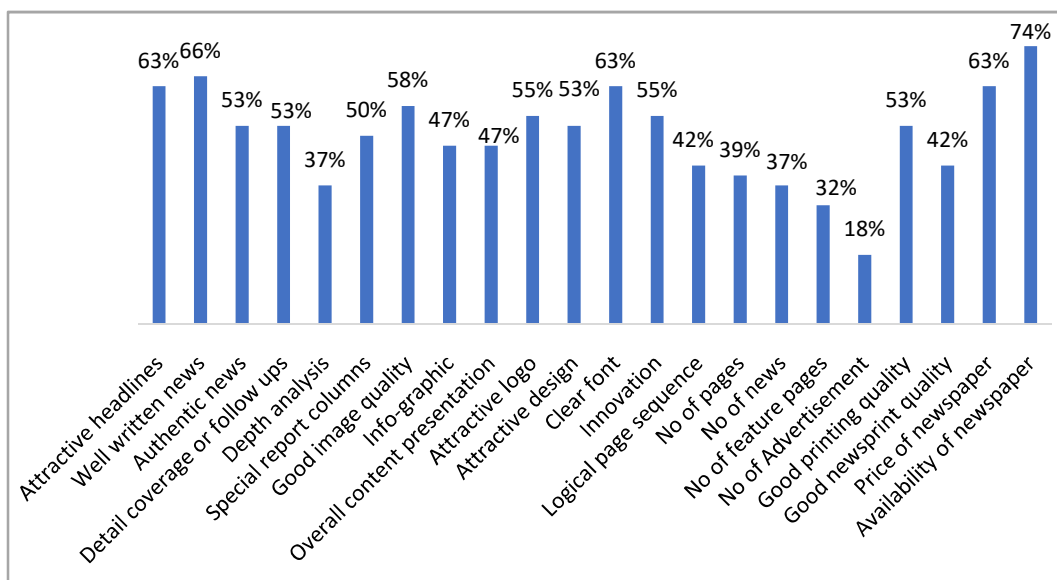
Figure 25: Percentage of the Daily Bangladesh Pratidin readers satisfied with different factors

4.3.3.1 Supplement recall

Readers mentioned 18 supplements name in total 189 times. Rosh Alo, a fun magazine of the Daily Prothom Alo is most popular among all supplements. Sixty-nine readers of the Daily Prothom Alo mentioned about this. Naksha is second most popular life style supplement offered by the Daily Prothom Alo, 43 readers (60% Female, 40% Male) mentioned about this. Following table contains detail result.

Table 12: List of popular supplements of different newspaper

Newspaper	Supplement	Number of Readers
Prothom Alo	Rosh Alo	69
Prothom Alo	Naksha	43
Prothom Alo	Sawpno Nie	15
Prothom Alo	Chhutir Dine	14
Prothom Alo	Ananda	8
Prothom Alo	Adhuna	8
Prothom Alo	Smart Shomoy	3
Prothom Alo	Onno Alo	3
Daily Star	Lifestyle	3
Daily Star	Business	2
Daily Star	The Star	2
Daily Star	Showbiz	1
Daily Star	Star Education	1
Kaler Kantho	Ghorar dim	2
Kaler Kantho	Mogoj Dholai	2
Bangladesh Pratidin	Rokomari	6
Bangladesh Pratidin	Friday	5
Samakal	Kaler Kheya	2

Currently Rosh Alo supplement is not available. Except Naksha, rest of the Daily Prothom Alo supplement names have prefix in the name "Pro". New name of Chutir Dine is Pro Chutir Dine.

4.3.3.2 Magazine purchase

Only the Daily Prothom Alo readers mentioned about magazines published by the same publishing house. Out of 297 readers of this newspaper, 61 persons (21%) write names of magazines they purchased. Kishor Alo, a monthly magazine for the youngsters is the most popular among readers. Following table contains information about magazines published by publisher of the Daily Prothom Alo.

Table 13: Popular magazines published by publisher of the Daily Prothom Alo

Magazine	Number of Readers
Kishor Alo	50
Biggan Chinta	9
Bornil Eid	3
Prothom Alo Eid Shonkha	3
Bornil Baishakh	1
Protichinta	1

4.3.3.3 Matching with Words or Phrases

The Daily Prothom Alo readers believe that this newspaper brand is superior, can take right decision when needed and youthful.
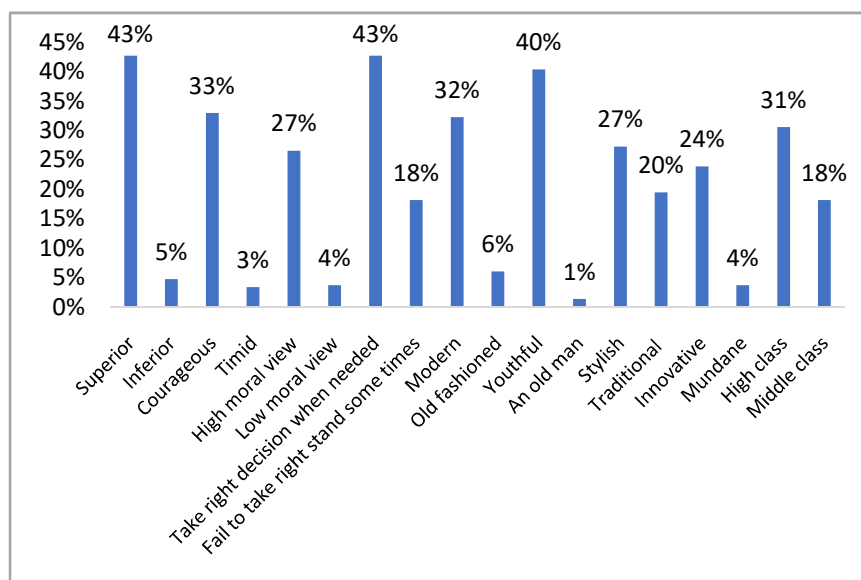
Figure 26: Percentage of the Daily Prothom Alo readers associate the newspaper brand with different words or phrases

The Daily Star is superior to 40% of its readers.
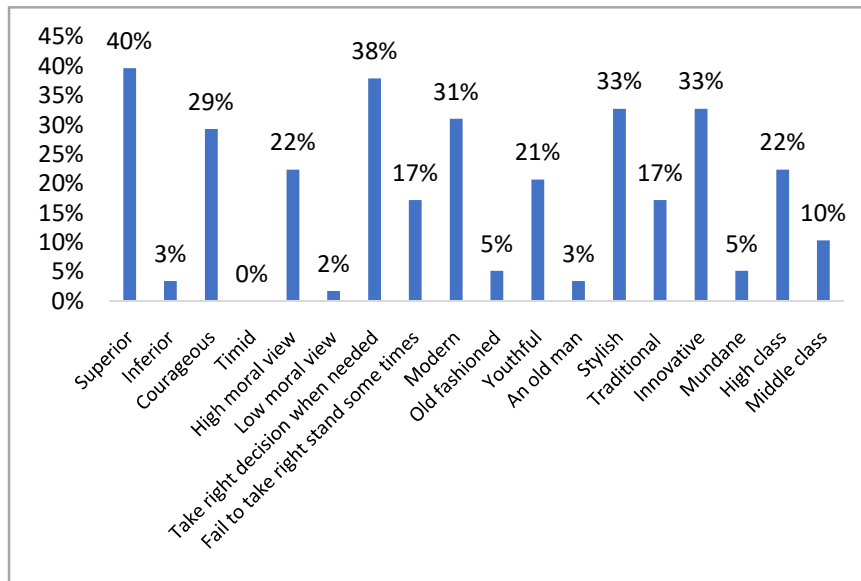
Figure 27: Percentage of the Daily Star readers associate the newspaper brand with different words or phrases

According to the Daily Bangladesh Pratidin readers; middle class, modern, and superior words are appropriate words for their favorite newspaper brand.
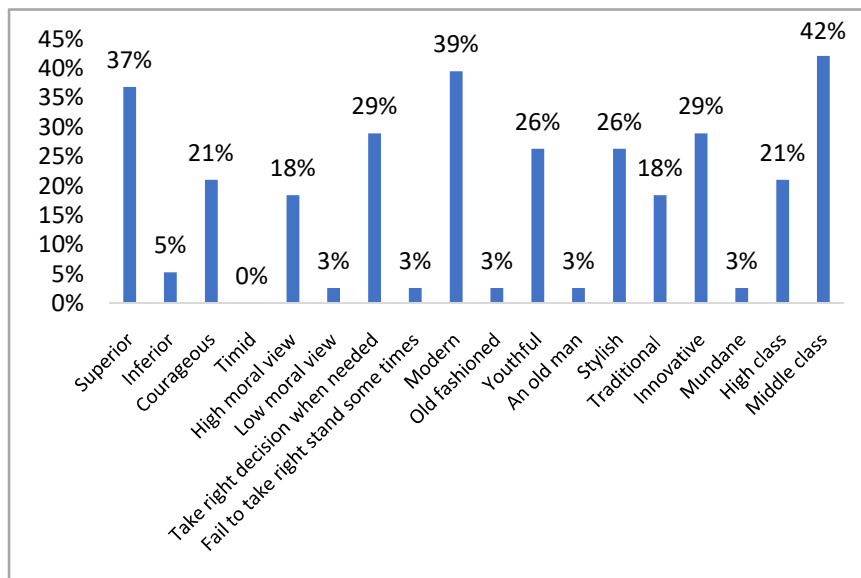
Figure 28: Percentage of the Daily Bangladesh Pratidin readers associate the newspaper brand with different words or phrases

4.3.3.4 Vehicle characteristics

More than 30% readers of the Daily Prothom Alo believe that two vehicle characteristics - BRTC AC Bus: Good quality at low price and Scania bus: comfortable and modern outlook are best matches for their favorite newspaper brand.
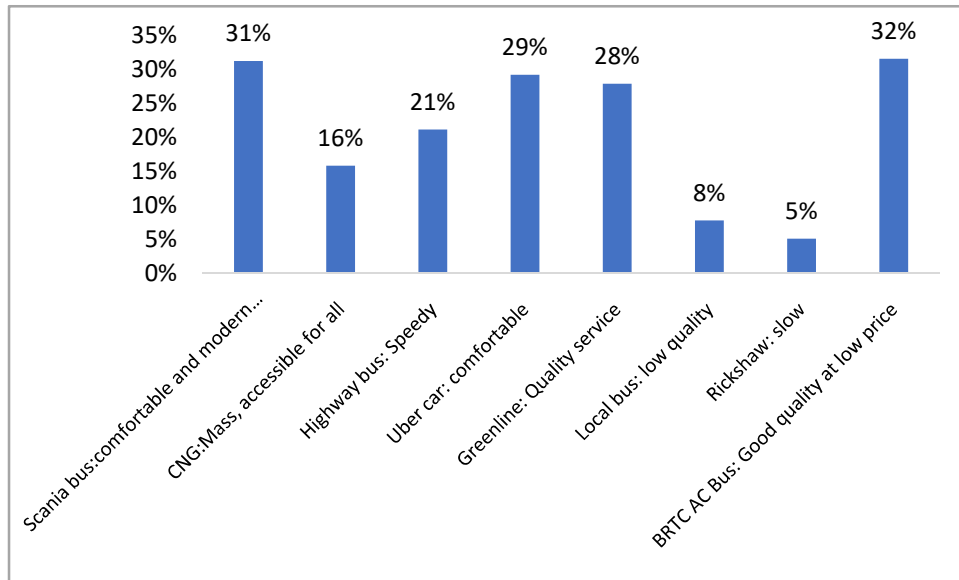
Figure 29: Vehicle Characteristics Match with the Daily Prothom Alo

The Daily Star is associated with vehicle characteristics- Scania bus: comfortable and modern outlook and BRTC AC Bus: Good quality at low price.
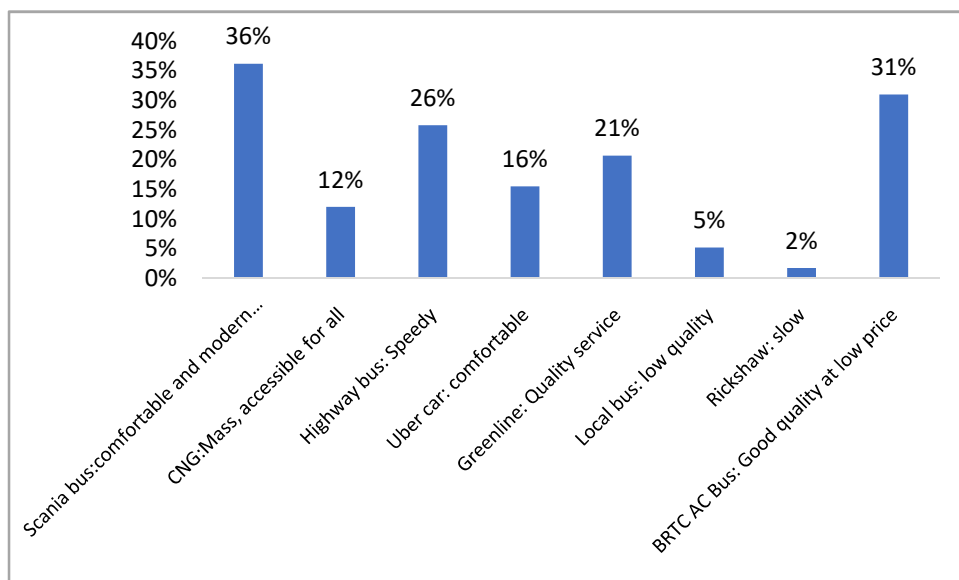
Figure 30: Vehicle Characteristics Match with the Daily Star

The Bangladesh Pratidin is associated with vehicle characteristics- BRTC AC Bus: Good quality at low price.
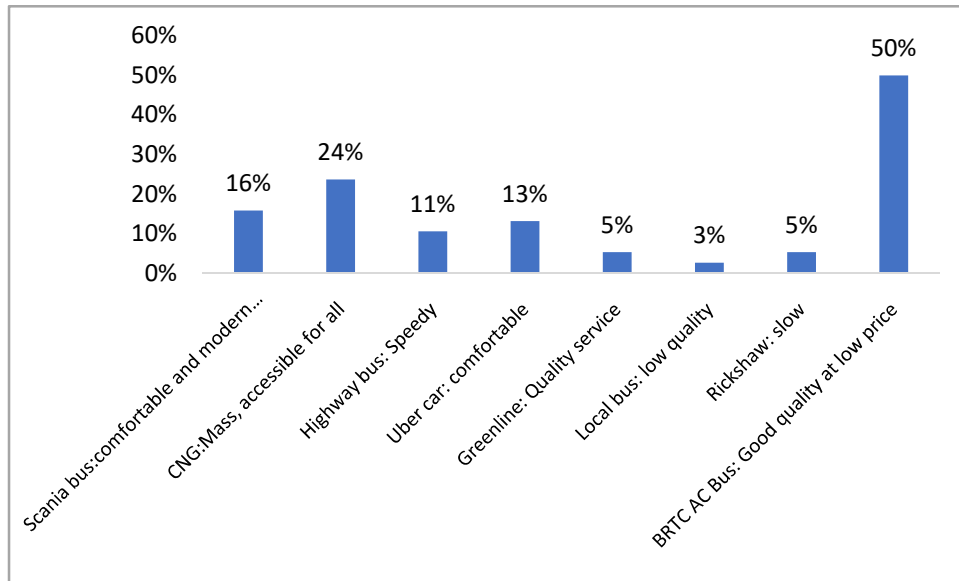
Figure 31: Vehicle Characteristics Match with the Daily Bangladesh Pratidin

4.3.3.5 *Online version of newspaper*

The Daily Prothom Alo has maximum number of readers for its online version. Among the readers of this newspaper, 85% mentioned that they read online version of the newspaper. For The Daily Star and The Daily Bangladesh Pratidin this value is 83% and 58% respectively. Readers have scope to read more than one online news portal.
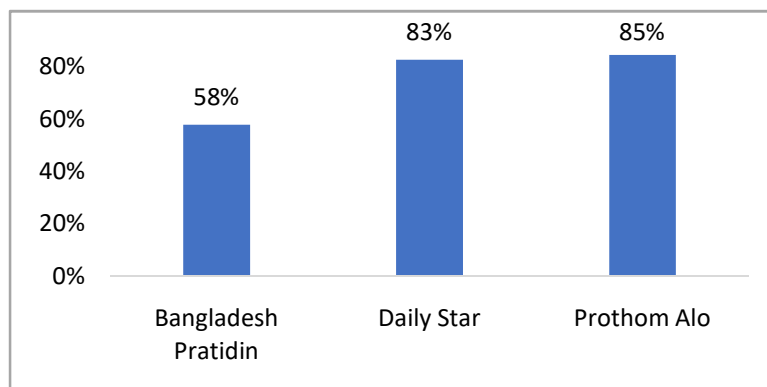
Figure 32: Percentage of readers read online version of their favorite newspaper

4.3.3.6 Internet use

Among 442 respondents, 84% (370 persons) readers claimed about internet use. Among the internet users, 82% (303 persons) use internet through mobile phone. Laptop/desktop user is 16% (60 persons). Rest 2% (7 persons) use tablet pc for internet browsing.
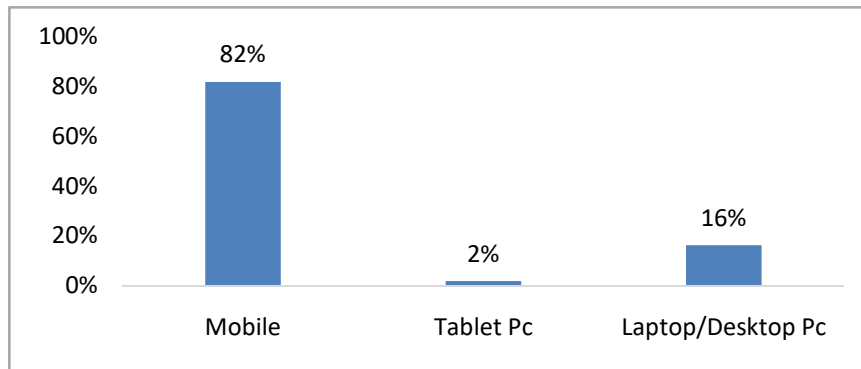
Figure 33: Medium of internet use (in percentage)

Among 442 respondents, 82% (364 persons) readers mentioned about their online news reading intensity. Among these online news readers, 55% (199 persons) read online news daily. Details is-
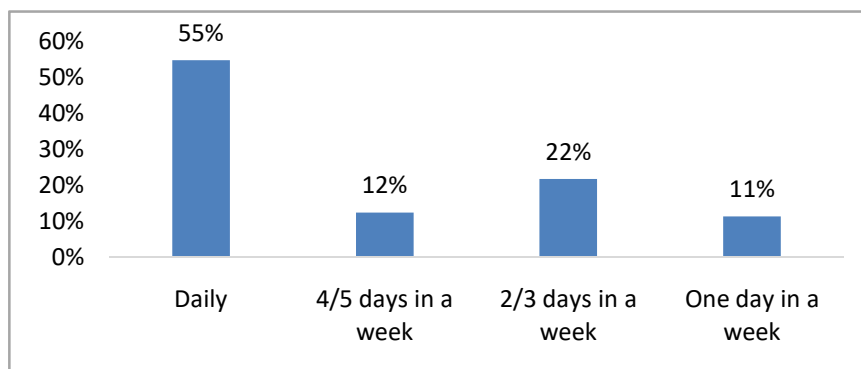
Figure 34: Intensity of Online News Reading (in percentage)

4.3.4 Loyalty

Readers answered six loyalty factor questions using 5-point Likert scale (Not interested=1, May be not=2, Don't know=3, Interested=4, Highly interested=5). To calculate loyalty percentage of at least interested readers, I add percentage of interested readers of the newspaper with percentage of highly interested readers of the newspaper.

Among the Daily Prothom Alo readers, 72% or more are at least interested to read print or online version of the newspaper. In case of suggesting a friend, this figure is 62% or more than this. To purchase a magazine published by the newspaper company, 57% of the readers are at least interested. This value for suggesting a fiend to read the magazine is 60%.
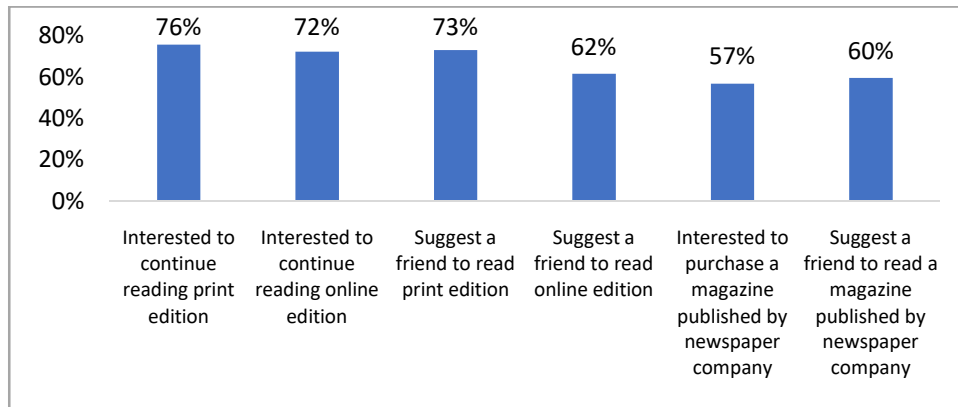
Figure 35: The Daily Prothom Alo Loyalty Factors (in percentage of at least interested readers)

Among the Daily Star readers, 59% or more are at least interested to read print or online version of the newspaper. In case of suggesting a friend, this figure is 59% or more than this. To purchase a magazine published by the newspaper company, 55% of the readers are at least interested. This value for suggesting a fiend to read the magazine is 59%.
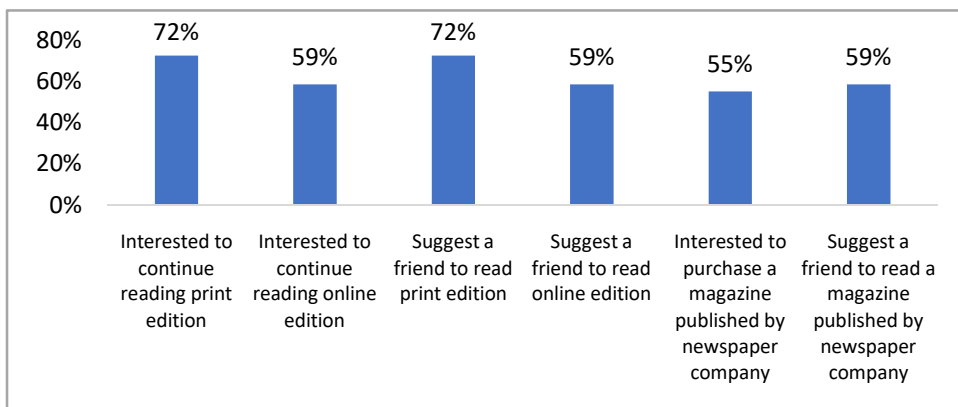
Figure 36: The Daily Star Loyalty Factors (in percentage of at least interested readers)

Among the Daily Bangladesh Pratidin readers, 66% or more are at least interested to read print or online version of the newspaper. In case of suggesting a friend, this figure is 50% or more than this. To purchase a magazine published by the newspaper company, 42% of the readers are at least interested. This value for suggesting a fiend to read the magazine is 47%.
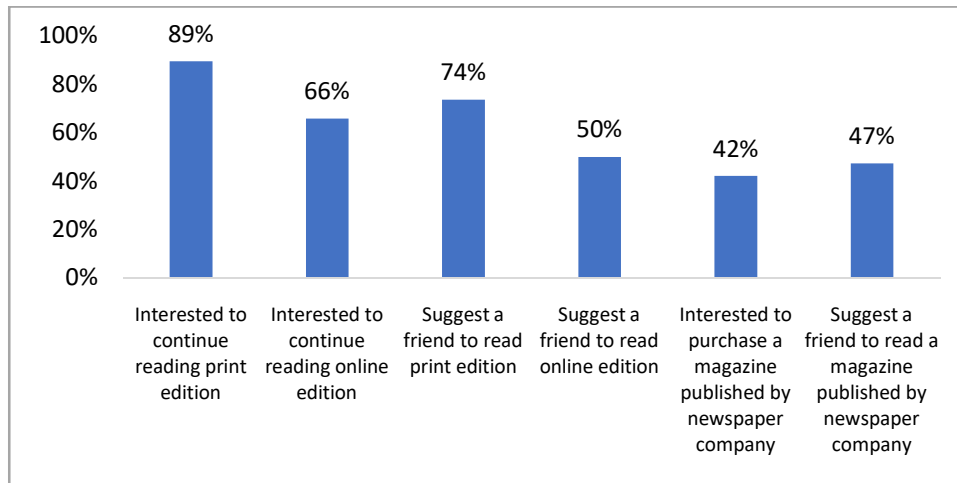
Figure 37: The Bangladesh Pratidin Loyalty Factors (in percentage of at least interested readers)

4.3.5 Corporate Social Responsibility (CSR) activity

Out of 442 respondents, only 137 respondents (31%) can remember about CSR activity conducted by their favorite newspaper organization. Among the Daily Prothom Alo readers, 40% readers can remember about CSR activities. For the Daily Star and the Daily Bangladesh Pratidin this value is 17% and 11% respectively.
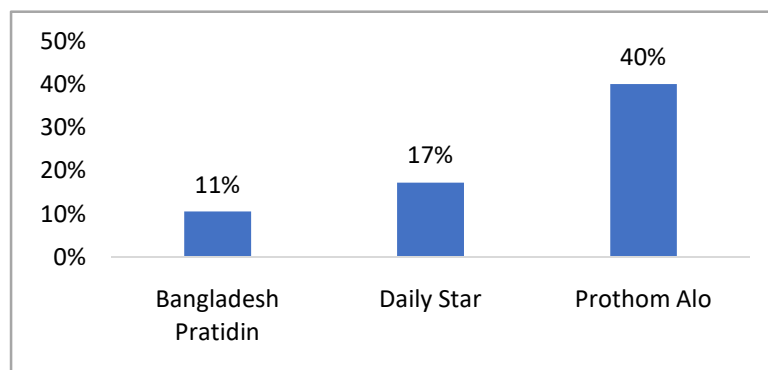
Figure 38: Percentage of readers remember CSR activity

Only the Daily Prothom Alo readers mentioned about CSR activity names. Among the readers of this newspaper, 119 persons can remember about CSR activities. Among them 52 readers mentioned about different CSR activity names. Following tables contains CSR activity names and number of times reader mentioned the names.

Table 14: List of popular CSR activities

CSR activity names	Number of Times
Bondhu Shava Activities	19
Math Olympiad	8
Meril Prothom Alo Award Ceremony	5
Help Acid Survivors	3
Help to Flood Wounded People	3
Award Ceremony	3
Language Compitition	3
Social Awareness	3
Tarunner Joy Utsohab	3
Say No to Drugs Campaign	2
Bornomela	2
Humanitarian Help	2
Ki Anondo	2
Teachers Meet	2
Prothom Alo Trust	1
Fire Safety Round-Table	1
Knowledge Through Reading Newspaper	1
Sports Award	1
Quiz Contests	1
Readers Meet	1
Tree Plantation	1

Out of 442 readers, 240 readers (54%) feel good about CSR activities conducted by their favorite newspaper authority. For the Daily Prothom Alo, 57% of the readers feel good about CSR activities. For the Daily Star and the Daily Bangladesh Pratidin this figure is 53% and 47% respectively.
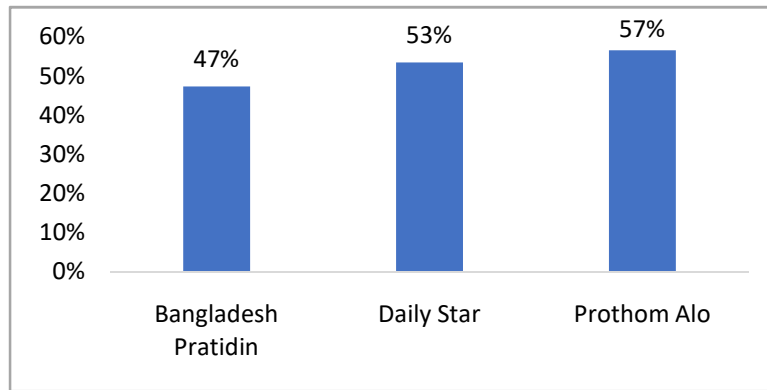
Figure 39: Percentage of readers feel good for CSR activities

4.3.6 Promotional tools and messages

In the survey questionnaire, there were questions related to promotional tools (Advertisement in TV/Radio/Newspaper, leaflet, shop sign, festoon/banner and billboard). There were also questions about promotional messages. Readers were unable to understand the questions. Their answers were not appropriate. In reality, any newspaper authority launches very few promotional campaigns. For this reason, selected respondents may not recall these questions properly.

4.3.7 Facebook Page Likes

Out of 442 readers, 332 readers (75%) mentioned that the like or follow Facebook pages of their favorite newspaper. Among the Daily Prothom Alo readers, 80% like Facebook page of this newspaper. For the Daily Bangladesh Pratidin and the Daily Star these values are 66%% and 60% respectively.
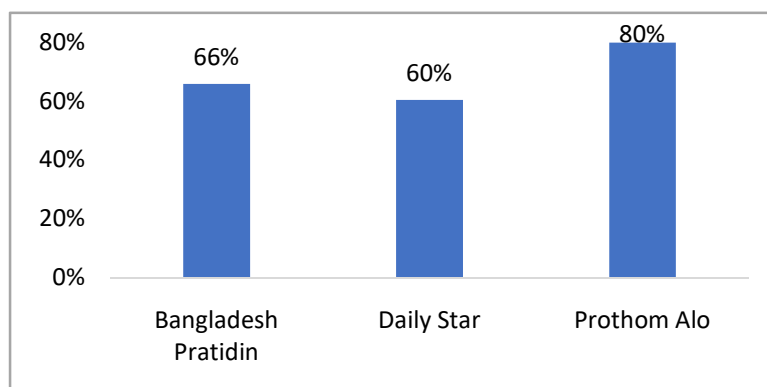
Figure 40: Percentage of readers like Facebook page of their favorite newspaper

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According to Facebook statistics of November 6 2019, the Daily Prothom Alo Facebook page is the top news media page with 14.42 million likes. The Daily Star and The Bangladesh Pratidin have 3.06 million and 1.69 million likes respectively.
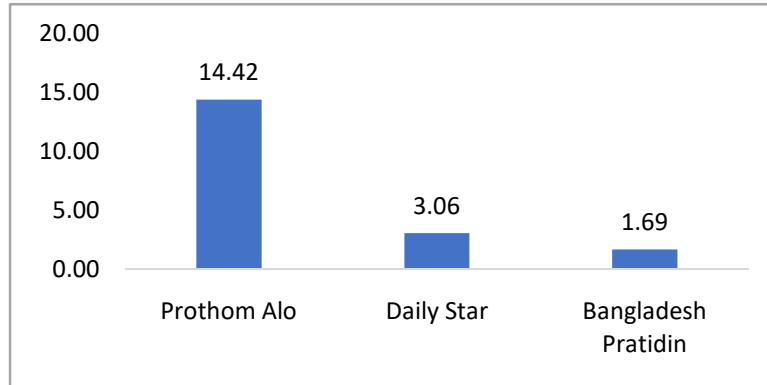
Figure 41: Facebook page likes (in millions), Date: November 6, 2019

4.3.8 Future product discount

Respondents mentioned about their consent about future product packages with discounts. They marked 5-point Likert scale options (1=Strong Dislike, 2=Dislike, 3=Don't Know, 4=Like, 5=Strongly Like). To assess their interest percentage of at least like, I add percentage of like with percentage of strong like.

Discount on monthly print newspaper subscription is popular choice for which 75% of the total respondents at least like. Online newspaper version (e-paper) is free with print newspaper for the day, a second popular package, 72% of the total respondents at least like this. Discount on future online news content purchase is not attractive to majority. Only 46% of the total respondents like the package.
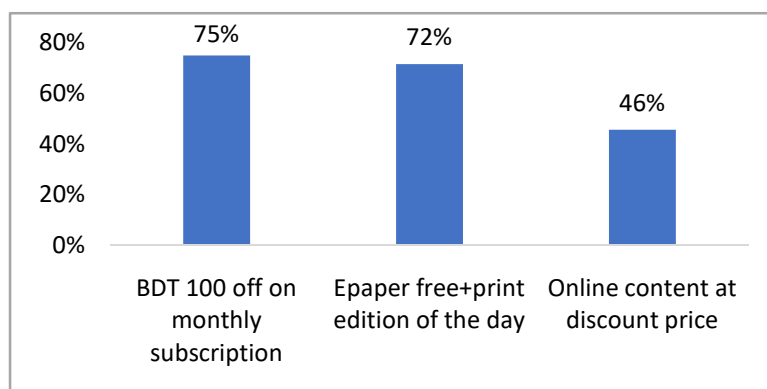
Figure 42: Response to future offers (Percentage of readers at least like the package)

4.3.9 Factor analysis and reliability analysis

I conducted factor analysis on 22 items considered for newspaper brand association. Principal component analysis and varimax rotation method was used. Barlett's test of sphericity provided approximate Chi-Square value 3060.20 (degrees of freedom=231 and p-value<0.05). Therefore, null-hypothesis "22 items are uncorrelated" was rejected. Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.89. Therefore, factor analysis is appropriate here.

From 22 items 6 factors were extracted. These are News presentation, news analysis, newspaper design, number of pages & news, advertisement and print, price and availability. From these, advertisement is a single item factor. All six factors explain 95% of the total variation. Two items— Satisfaction for innovation and Satisfaction for logical page sequence are excluded for low relevance. Reliability test for multi-item factors were performed. Values of Cronbach's Alpha were ≥ 0.70, an acceptable value. Detail of the analysis is tabulated in the next page:

Table 15: Factor analysis and reliability analysis for brand awareness items

Factors	Items	Eigen value	% of variance	Total % of variance	Reliability (Cronbach's Alpha)
News Presentation	Satisfaction for attractive headlines	6.83	31.05	45.89	0.72
	Satisfaction for well written news	1.83	8.32		
	Satisfaction for authentic news	1.43	6.51		
News Analysis	Satisfaction for detail coverage or follow ups	1.26	5.71	15.06	0.70
	Satisfaction for depth analysis	1.05	4.79		
	Satisfaction for special report columns	1.00	4.56		
Newspaper Design	Satisfaction for good image quality	0.91	4.12	19.72	0.82
	Satisfaction for info-graphic	0.78	3.54		
	Satisfaction for overall content presentation	0.74	3.34		
	Satisfaction for attractive logo	0.68	3.10		
	Satisfaction for attractive design	0.63	2.88		
	Satisfaction for clear font	0.60	2.74		
Number of pages & news	Satisfaction for no of pages	0.49	2.24	6.34	0.76
	Satisfaction for no of news	0.47	2.12		
	Satisfaction for no of feature pages	0.43	1.97		
Advertisement	Satisfaction for no of advertisement	0.41	1.86	1.86	
Print, Price and Availability	Satisfaction for good printing quality	0.39	1.77	6.08	0.71
	Satisfaction for good newsprint quality	0.34	1.53		
	Satisfaction for price of newspaper	0.33	1.52		
	Satisfaction for availability of newspaper	0.28	1.26		

I also conducted factor analysis on 6 items considered for newspaper brand loyalty. Principal component analysis and varimax rotation method was used. Barlett's test of sphericity provided approximate Chi-Square value 755.76 (degrees of freedom=15 and p-value<0.05). Therefore, null-hypothesis "6 items are uncorrelated" was rejected. Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.54. Therefore, factor analysis is appropriate here.

From 6 items 3 factors were extracted. These are print edition, online edition and magazine. All 3 factors explain 100% of the total variation. Reliability test were performed. Values of Cronbach's Alpha were ≥ 0.64, not very poor value. Detail of the analysis is tabulated below:

Table 16: Factor analysis and reliability analysis for brand loyalty items

Factors	Items	Eigen value	% of variance	Total % of variance	Reliability (Cronbach's Alpha)
Print edition	Interested to continue reading print edition	2.52	41.98	59.02	0.66
	Suggest a friend to read print edition	1.02	17.04		
Online edition	Interested to continue reading online edition	1.19	19.88	31.35	0.64
	Suggest a friend to read online edition	0.69	11.47		
Magazine	Interested to purchase a magazine published by newspaper company	0.33	5.54	9.63	0.84
	Suggest a friend to read a magazine published by newspaper company	0.25	4.09		

4.4 Existed brand strategies in newspaper industry of Bangladesh

Bangladeshi newspapers follow branding strategies. Elements of branding of this industry came out from in-depth interviews and FGDs. The existed branding strategies are as follows:

    a.   Name and Logo

Generally, a newspaper uses the brand name as logo. In Bangladesh, this practice is same. Logo of popular newspapers and their names are-

The Daily ProthomAlo

The Daily Star

The Daily Bangladesh Pratidin

The Daily Jugantor

Figure 43: Logo of popular newspapers

    b.   Tagline

Like other products Bangladeshi newspapers use taglines. Generally, products or services remain their tagline same. Newspaper publishers also follow this policy. The Daily Prothom Alo has been changing their tagline in deferent times.

Tagline of popular newspapers and their names are-

ভালোর সাথে আলোর পথে

The Daily Prothom Alo

Your Right to Know

The Daily Star

আমরা জনগণের পক্ষে

The Daily Bangladesh

সত্যের সন্ধানে নিৰ্ভীক

The Daily Jugantor
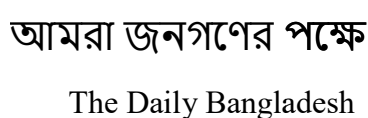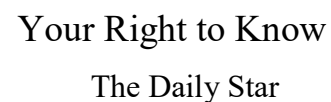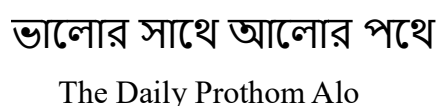
Figure 44: Tagline of popular newspapers

c. Masthead

Masthead of a newspaper contains logo, tagline, edition information, date, number of pages, number of publishing year and number of issue published in the publishing year. Important headlines of inner pages with picture, panel ads, website address and other important information can also present in the masthead.

Figure 45: Masthead of popular newspapers

d. Font

Every newspaper has own font type. The Daily Prothom Alo uses 'Surjo' font. Following images are showing font style of popular newspapers-

দণ্ডিত জঙ্গির মাথায় 'আইএসের টুপি'

নিজস্ব প্রতিবেদক, ঢাকা

গুলশানের হোলি আর্টিজান বেকারিতে হামলার প্রশিক্ষক রাকিবুল হাসান রিগ্যান ওরফে রাফিউল ইসলামকে গতকাল বুধবার প্রিজন ভ্যান থেকে আদালত প্রাঙ্গণে নামানোর সময় তাঁর মাথায় কোনো টুপি ছিল না। কিন্তু পৌনে এক ঘণ্টা পর তাঁকে হাজতখানা থেকে এজলাসে নিয়ে যাওয়ার সময় মাথায় কালো টুপি দেখা যায়। এর ২০ মিনিটের মাথায় রায়

Where did the IS cap come from?

SHARIFUL ISLAM and MUNTAKIM SAAD

How did one of the most talked about terrorists carry cap emblazoned with the IS logo to a Dhaka courtroom in and then proceed it put it on for all to see?

সেদিন কী হয়েছিল হোলি আর্টিজানে

মির্জা মেহেদী তমাল

বাংলাদেশের ইতিহাসে অন্যতম বর্বরোচিত ও নিকৃষ্ট জঙ্গি হামলা হয় কূটনৈতিক এলাকার হোলি আর্টিজান বেকারিতে। যে হামলা পুরো দেশসহ স্তম্ভিত করে দেয় বিশ্বকে। আইনশৃঙ্খলা বাহিনীর কাছে এই হামলাটি ছিল বজ্রপাতের মতো। পুলিশ, র‍্যাব ও বর্ডার গার্ড বাংলাদেশের (বিজিবি)   এরপর পৃষ্ঠা ৪ কলাম ১

The Daily Prothom Alo   The Daily Star   The Daily Bangladesh Pratidin

Figure 46: Font style of popular newspapers

e. Color scheme

Generally, Bangladeshi newspapers are printed using a CMYK printing process, so all colors are made from cyan, magenta, yellow and black inks.
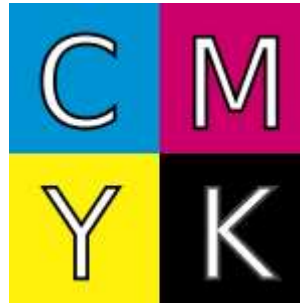
Figure 47: Color scheme of popular newspapers

f. Design

Maximum newspaper publishers of Bangladesh publish main newspaper in broadsheet format. Supplements are available in broadsheet, tabloid or magazine format. Generally, broadsheet format contains eight columns and tabloid contains six columns. Main newspaper of the Daily Prothom Alo and the Daily Star is available in broadsheet format,

which contains six columns in each page. Each page of tabloid supplement of the Daily Prothom Alo contains four columns. Main newspaper of high price newspapers (BDT 10 or BDT 12) consists of 16 to 20 pages. Publishers provide supplements either inside main newspaper or outside separately.

Page information of different newspapers are provided below in tabular format-

Table 17: Page information of popular newspapers

Newspaper	Page number of main paper	Page number of supplement	Total page number
The Daily ProthomAlo	16 to20	8 to 16	24 to 36
The Daily Star	16	4 to 20	20 to 36
The Daily Jugantor	20	2 to 16	20 to 36
The Daily Bangladesh Pratidin	12	1 to 8	12 to 20

 g. Newspaper copy/ look

Different publishers publish their newspaper in different newsprint paper. Newsprint quality, size of newspaper, newspaper design, page sequence, number of pages in main paper, number of pages in supplement and number supplement offered daily are determining factors how a newspaper looks like.

First pages of popular newspapers are-

Figure 48: Newspaper copy/look of popular newspapers

h. Content

A newspaper contains news, pictures, info-graphics and advertisements. Newspapers cover verities of news genre such as politics, national, corruption, crime, international, local, positive news, sports, entertainment, business, economic, education, editorial, co-editorial, and features. Feature articles cover fun and satire, lifestyle, fashion, entertainment, inspiring articles, career tips, arts and culture, business and so on. Publishers decorate front page of newspaper with current important news. For content decoration readers choice and editorial decision are very important factors. In this study, survey respondents mention sports as their most favorite news genre.

i. Tone of newspaper

Every newspaper has own editorial policy. Tone of newspaper is the reflection of editorial policy in news presentation and other content presentation.

Following six points are from the Daily Prothom Alo editorial policy-

1. We are committed in unveiling and presenting truth

2. In presenting news, we are always objective, uncompromising and neutral

3. We are firmly committed to the ideals of democracy, communal harmony, well-being and development of human and the spirit of the Liberation War of Bangladesh

4. We believe in creative aspiration as well as present and future oriented development of Bangladeshi citizen

5. We are conscious and responsive to value and rights of women, children, religious community and minorities

6. We are aware of information and opinion demand of everyone regardless of class, age, gender, community or believe

j. Headline

Every newspaper tries to attract readers through headlines. Reflection of editorial policy is present in headlines. The Daily Prothom Alo rarely use read color in headlines. Following are some example of headlines from different newspapers-

জঙ্গিরা অনুকম্পা পেতে পারে না
The Daily Prothom Alo

যুগান্তকারী রায়ে সাত জঙ্গির ফাঁসি
The Daily Bangladesh Pratidin

NO MERCY
for café attack perpetrators
Sentencing 7 militants to death, court says Holey Artisan attack was designed to assassinate the non-communal character of Bangladesh
The Daily Star

হলি আর্টিজানে হামলা মামলার রায়
সাত জঙ্গির ফাঁসির আদেশ
The Daily Jugantor

Figure 49: Headlines of popular newspapers

k. Photography style

Photo has unique appeal in news. It increases attraction of readers. Sometimes a photo tells more than written news. Newspaper publishers provide special focus on photography. Photography style has influence of editorial policy. Therefore, it varies from newspaper to newspaper.

l. Authenticity and credibility

Authenticity and credibility are important factors for readers to read a newspaper. In this study, among the readers of the Daily Prothom Alo, 55% mentioned that news of the newspaper is authentic. For the Daily Star and the Daily Bangladesh Pratidin these values are 59% and 53% respectively.

m. Sub-brand of newspaper

Bangladeshi newspapers provide supplements, covering varieties of areas. Lifestyle, fun, entertainment and youth related supplements are popular. Supplements, magazines published by newspaper publishers are sub-brands. Information about some popular sub-brands of different newspapers is-

Naksha

Naksha is a weekly fashion and lifestyle supplement of the Daily Prothom Alo. Tuesday is the publication day of this supplement. Format of the supplement is tabloid. Generally, it consists of 16 color pages. It covers beauty tips, new collection of fashion products, new inauguration, fashion tips, lifestyle tips, worldwide fashion trend, recipe, traveling, home-decor and so on.

Figure 50: Front Page of Naksha

Lifestyle

Lifestyle is a weekly supplement of the Daily Star. It is also a fashion and lifestyle supplement. Format of the supplement is tabloid. Generally, it has 16 color pages from which four pages are white glossy as a front and back cover, rest of the pages are newsprint. It covers fashion tips, life style tips, fashion and lifestyle news, new inauguration, horoscope, beauty tips, home-decor, recipe, traveling and so on.

Figure 51: Front Page of Lifestyle

Rokomari

It is a daily supplement of the Daily Bangladesh

Pratidin. This color one page is the fifth page inside

main paper. Surely, it is a broadsheet page. It covers

articles related to one specific subject each day. Subject

of 4 December 2019 was house of richest persons.

Figure 52: Front Page of Rokomari

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Editions of newspaper

Top newspapers of Bangladesh publish at least two editions. In these editions, main priority is to provide local news or pages consisting of local news related to corresponding area. Sometimes important local news comes to back or front pages. The Daily Prothom Alo authority regularly publishes seven editions of the newspaper- Dhaka, Chittagong, North, South, Sylhet, Mymensingh and South-West. Edition number may increase based on local news availability. The Daily Prothom Alo has three press facilities at Dhaka, Chittagong and Bogra. Authority of the newspaper uses each printing facility to print nearest local editions. At Dhaka press, last printed edition is Dhaka City edition. Therefore, this edition has latest updates until printing started. For sports end at midnight or after midnight, result is available at this edition. On the other hand, local editions carry updates of the sports event until printing of the editions. For any important national event or crisis, updates are available until printing of any edition. Due to largest printing facilities at different locations, the Daily Prothom Alo carries maximum number of updates on any event.

Cover price

There are two types of price strategy followed by national dailies in Bangladesh- high price and low price. Generally, high price newspapers cost BDT 10 to BDT 12. On the other hand, low price newspapers cost BDT 5.

Price of popular newspapers and total pages published regularly are-

Table 18: Cover price and total page information of popular newspapers

Name of newspapers	Price (in BDT)	Total number of pages (Main paper + Supplement)
The Daily ProthomAlo	10	24 to 36 (16 to 20 + 8 to 16)
The Daily Star	12	20 to 36 (16 + 4 to 16)
The Daily Jugantor	10	20 to 36 (20+ 2 to 16)[2]
The Daily Bangladesh Pratidin	5	12 to 20 (12+1 to 8)[3]
The Daily Amader Shomoy	5	

Newspaper circulation selling policy

Every day in the morning, newspaper hawkers deliver newspaper to the door of each

subscriber. Readers can also purchase newspaper from newspaper stores or hawkers

directly. Hawkers work under newspaper agents. Newspapers publisher assign agents

based on newspaper selling opportunities in a particular area. To be an agent, a person

should have business license, a place to keep newspaper stock and some security deposit

amount. Newspaper agents and hawkers get commission from newspaper sales.

The Daily Prothom Alo has maximum numbers of newspaper sales executives, regional

executives and regional managers who manage agent issues in different areas of

Bangladesh. Others have also region wise sales persons having different job title. With the

help of the Daily Prothom Alo newspaper circulation sales department, information about

newspaper commission, complimentary policy, unsold policy and billing is collected.

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[2] The Daily Jugantor provides broadsheet supplement pages inside main paper. Including supplement, main paper contains 20 pages. Tabloid lifestyle supplement consisting of 16 pages is provided separately on each Tuesday.
[3] These low price newspapers provide one page supplement page inside main paper daily. Including supplement page total page number of main paper is 12 pages. Eight pages tabloid supplement related to lifestyle is also available with low price newspapers on weekly basis.

Generally, commission for BDT 10 newspapers is BDT 3.5 or 35%. This varies depending on places. Sometimes Metro area agents receive more than 35%. For remote villages commission is 30%. Due to high transportation cost, commission varies. Following table contains information about agent commission for some top newspapers –

Table 19: Agent commission of top newspapers

Variables	Prothom Alo	Jugantor	Kaler Kantho	Samakal	Ittefaq	Bangladesh Protidin	Amader Shomoy
Cover Price	BDT 10	BDT 10	BDT 10	BDT 10	BDT 10	BDT 5	BDT 5
Region wise agent commission							
Dhaka H&K	35% or BDT 3.5	35% or BDT 3.5	40% or BDT 4.0	40% or BDT 4	35% or BDT 3.5	50% or BDT 2.5	55% or BDT 2.75
Dhaka Floating							
Chittagong Urban			43% or BDT 4.25	43% or BDT 4.3			50% or BDT 2.5
Rural		40% or BDT 4	40% or BDT 4	40% or BDT 4			
Rest of Bangladesh		35% or BDT 3.5					

Dhaka H&K implies two agents of Dhaka metro city – Dhaka Hawker Samity and Dhaka Hawkers Kallan Samity. Dhaka Floating Samity have connection with the above two agents, they sell newspapers at transports, rail or bus stands, markets or in the road.

For BDT 10 to BDT 12 price newspapers, agents keep 3%-15% of the commission based on place variation. For BDT 5 price newspapers, agents keep 5%-20% of the commission based on place variation. Hawkers get rest of the commission percentages.

Complementary

Following table contains information of complementary copies of top newspapers in different area in terms of percentage of supply copies-

Table 20: Percentage of complementary copies of top newspapers

Variables	Prothom Alo	Jugantor	Kaler Kantho	Samakal	Ittefaq	BD Pratidin	Amader Shomoy
Dhaka H&K	0.5%	4%	2%	4%		2%	
Dhaka Floating	5%	3.6%		6%	4%	5%	
Chittagong	1.2%	7.1%	1.4%	4%	13%	3%	2.5%
Rest of Bangladesh	1%	5.4%	2.7%	5.6%	14.7%	2.6%	3.6%
Over All	0.8%	4.8%	2.3%	4.8%		2.4%	

The Daily Star provides complimentary copies within 2% to 5% range. Authorities of the Daily Ittefaq and the Daily Amader Shomoy do not show their complementary copies in Dhaka Hawkers and Dhaka Hawkers Kallan Shamity challans. Challan of the Daily Amader Shomoy for Dhaka floating does not contain information of complementary copies.

No challan is available for the Daily Kaler Kantho regarding Dhaka floating.

In general, the Daily Bangladesh Pratidin authority provides 5% complimentary copies to floating agents and 2% to other agents. To help agents who are bearing extra cost like transportation of newspaper, they provide extra complementary copies to these agents.

Unsold

The Daily Prothom Alo authority controls their unsold amount. They suggest agents to keep unsold less than 4%. They also collect the unsold newspapers. Circulation sales

persons collect unsold of Metro City areas daily. Unsold for other areas are collected on convenient times. The authority sells the collected amount as per KG rate. This step reduces the loss amount. For any agent, final daily or monthly bill is total bill amount minus unsold amount. Many agents have fixed 3% unsold margin.

The Daily Star authority has also unsold policy like the Daily Prothom Alo. They allow unsold within 3% to 4%. They collect unsold from Dhaka and Chittagong market. For rest of the country they do not collect unsold copies. They adjust unsold amount within the range with daily or monthly bill.

Authorities of the Daily Jugantor, the Daily Kaler Kantho, the Daily Samakal and the Daily Ittefaq are very flexible with unsold. They allow all unsold copies but they request to keep unsold within 5%-15% in different areas. They adjust all unsold copies with final daily or monthly bill amount. In Dhaka and Chittagong, they collect unsold copies. Authority of the Daily Jugantor collects unsold copies from Rajshahi also. They want to show their circulation high. For this reason, they allow unsold without any limit.

Authority of the Daily Bangladesh Protidin generally requests agents to adjust unsold with complimentary copies. They provide 5% unsold to big agents. In case of additional unsold they allow.

Authority of the Amader shomoy provides 5% unsold to all agents. They also accept additional unsold copies.

Newspaper hawkers rarely get any complimentary or unsold facility.

Corporate policy

The Daily Prothom Alo authority sells newspaper at hospitals, hotels, motels, super shops, buses, airlines and launches at discount prices. Client wise discount ranges from 0% to 35%. There are corporate clients, who want stickers or complementary seal mentioning their brand name, they offer BDT 1 extra on BDT 10 each newspaper. There are bank authorities, who provide newspaper to their branches. Sometimes they purchase newspaper for students of different selective organizations as part of their CSR programs. There are pharmaceutical companies who provide newspapers to doctors. Some companies provide newspaper to their distributers, agents, or top clients. Other top newspapers follow same policy.

Newspaper advertisement (Ads) selling policy

Production cost of a newspaper is higher than selling price. For BDT 10-taka newspapers, publisher gets BDT 5.5 to BDT 6.5 by selling a newspaper. Overall cost for the same newspaper is BDT 20 to BDT 23. Advertisement space sale is the only way to bear the deficit amount and generate profit. Generally, every newspaper sells advertisement spaces. There are private display ads, classified ads and government display ads. Display ads may be color or black and white. Generally, classified ads are black and white. Some newspaper provides different style facilities on classified ads. Each newspaper has specific private advertisement rates for different positions. Department of Films and Publications (DFP) determines rates of government advertisements based on circulation number of a particular newspaper. Measure of Display Ads is per column inch unit. Measurement of classified ads is number of words in the ads. Generally, maximum newspapers have eight columns in broadsheet and six columns in tabloid supplements. The Daily Prothom Alo and the Daily Star have six columns in broadsheet. The Daily

Prothom has column width two inches. Tabloid supplements of this newspaper have six columns. Tabloid supplements of the Daily Star have four columns. Advertisement placement of this newspaper is considering eight columns in broadsheet and six columns in tabloid. The Daily Bangladesh Pratidin has eight columns in broadsheet. Each column width is 1.5 inch. Total ad space of broadsheet for eight columns broadsheet is 164 column-inches. For six columns of tabloid, it is 72 column-inches.

Ad rates of popular newspapers for different pages are –

Table 21: Advertisement rates of different pages of popular newspapers

Pages	ProthomAlo Per col.inch (in BDT) (1 col.=2 inch)	Daily Star Per col.inch (in BDT) (1 col.=1.5 inch)		Bangladesh Pratidin Per col.inch (in BDT) (1 col.=1.5 inch)
Applicable from	1 Feb 2018			1 Feb 2019
Days	Any Day	Friday	Sat-Thu	Any Day
Front (Color)	30,000	19,000	18,000	19,000
Page 2 (Color)	14,000	6,000	5,500	8,500
Page 2 (Black & White)				7,000
Back (Color)	25,000	15,000	14,000	16,500
Back Inner (Color)	14,000	6,000	5,500	8,000
Back Inner (Black & White)				6,000
Page 3 (Color)	23,000	11,000	10,000	11,000
Page 5 (Color)	14,000	9,000	8,000	8,500
Page 5 (Black & White)		7,500	6,500	
Page 7 (Color)	9,500	6,500	6,000	7,000
Page 7 (Black & White)	6,500	5,300	4,800	4,600
Entertainment (Color)	9,500	6,000	5,500	8,000
Sports (Color)	11,000	6,000	5,500	9,000
Business (Color)	11,000			
Business Supplement (Front) (Color)		9,000	8,000	
Business Supplement (Back) (Color)		7,000	6,000	
Business Supplement (Inner) (Color)		6,000	5,500	
Business Supplement (Inner) (Black & White)		5,000	4,500	
Inner (Color)	9,500	6,000	5,500	7,000
Inner (Black & White)	6,500	5,000	4,500	4,600
Middle 2 pages (Color)				6,500
Classified	1300 (15 words) + 60 per word)			1000 (20 words) + 40 per word)

Generally, Advertisers purchase ad spaces through media buying agencies. They are also responsible for ad development and other related promotional activities based on clients' interest. The Daily Prothom Alo and the Daily Star provide 30% commission to agencies

on total private display ad amount. In case of direct advertisers, this value is 20%. For classified ads of the Daily Prothom Alo, agency commission is 10%. Direct classified advertisers get no discount. Generally, government organizations enjoy no discount when they provide Ads on fixed government rate. In case of agency dealing for government color ads with specific location, premium charges, even private ad rate is charged. In this case, agency may enjoy discount. Discount for the Daily Bangladesh Pratidin is higher than the Daily Prothom Alo. For private display ads, commission is more than 30% for agencies. Discount varies among clients.

Digitalization

Top newspapers have major focus on digitalization of newspaper contents. News portal and e-paper formats are popular in Bangladesh. News portal of corresponding newspaper has facilities to publish latest news 24 hours within lowest possible time after event. Beside news and photography, video content is the best addition in news portal. Beside latest updates, publishers publish their selected or all newspaper contents at their news portal.

E-paper is the electronic version of print newspaper uploaded with publication of each newspaper issue. There are mobile app versions of news portals – Android and iOS. Mobile apps have similar contents like news portals. Generally, internet users use internet from mobile devices. Mobile apps are mobile friendly. News portals are also mobile friendly now. News portal and e-paper addresses of popular newspaper are-

Table 22: News portal and e-paper information of popular newspapers

Newspaper name	News portal	E-paper
The Daily Prothom Alo	https://www.prothomalo.com/	https://epaper.prothomalo.com/
The Daily Jugantor	https://www.jugantor.com/	https://epaper.jugantor.com/
The Daily Bangladesh Pratidin	https://www.bd-pratidin.com/	http://www.ebdpratidin.com/
The Daily Star	https://www.thedailystar.net/	http://epaper.thedailystar.net/

Generally, news portal, apps and e-papers are free for readers in Bangladesh. These free versions contain digital advertisements. Maximum of news portals have no specific ad rates. Advertisers pay for ads based on negotiation. The Daily Prothom Alo e-paper has subscription facility and need different amount of charges based on subscription durations. Therefore, this e-paper site is free off online ads. News portal and apps of the newspaper are free and contains online advertisements. The Daily Prothom Alo news portal is the top news portal of Bangladesh. Specific advertisement rates exist for specific positions of the site. Newspaper publishers of Bangladesh use Google AdSense for advertisement management.

Google AdSense is a program run by Google through which website publishers in the Google Network of content sites serve text, images, video or interactive media advertisements. Google administer, sort, and maintain these advertisements. Publishers can generate revenue on either a per-click or per-impression basis.

Facebook and YouTube are popular social media of Bangladesh. Internet users spend significant times in these sites. From the survey of the study, average daily time spends on internet is 106 minutes. For social media this figure is 76 minutes. According to national media survey 2018, number of '15+' internet user of Bangladesh is 29.9 million. On 11 December 2019, Facebook user of Bangladesh was 34 million. Therefore, social media is an important platform to reach people. Every media company maintains Facebook page and ensure presence in other social media platforms.

Promotional mix

Bangladeshi newspaper publishers use different elements of promotional mix to promote their products. Some of the popular elements are as follows:

i. Advertising

Newspaper publishers publish few advertisements in other newspaper or other media. Generally, they provide advertisement to other newspaper owned by them. These advertisements are free of cost. Advertisements regarding their sub-brand are available in the same newspaper. They provide advertisements to other paid media in occasion of anniversary festival or for major achievements or for redesign. Some advertisement images are-
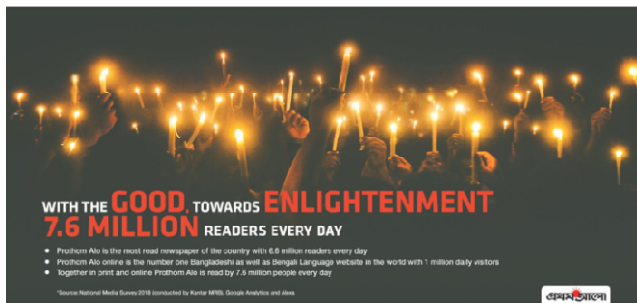
The Daily Prothom Alo 20th Anniversary Ad on back page of the Daily Star (Date: 4 Nov 2018)

Ad of Kishor Alo (Sub-brand of Prothom Alo) on Sports page of the Daily Prothom Alo

(Date: 5 Dec 2019)

Ad of The Daily Bangladesh Pratidin on its last page

(Date: 11 Mar 2019)

Figure 53: Advertisements of different newspapers

ii. Sales promotion

There are two types of sales promotion is available in newspaper industry of Bangladesh. These are consumer oriented sales promotion and trade oriented sales promotion.

As consumer oriented sales promotion, newspaper publishers provide discount to readers on monthly newspaper subscription. Currently publishers of top newspapers provide discount to students of selected educational institutes especially university residential halls.

Trade oriented sales promotions are available for newspaper agents and advertisers. Newspaper agents get incentive for fulfillment of newspaper sales target. Incentives are available as financial benefit or extra newspaper complementary copies. Advertisers or ad agencies receive benefit for providing specific number of advertisement or fixed amount of financial transaction as advertisement amount. Benefit packages are available as discount on advertisement bill amount or free advertisement space.

iii. Publicity/Public Relations

Newspaper publishers publish their success stories on their published one or multiple newspapers or newspapers published by their allies. These initiatives are their publicity initiatives.

For public relationship, newspaper publishers collect funds or other aids for flood-wounded people or for winter affected people. They provide scholarships to needy talented students.

iv. Digital and Internet Marketing

News publishers are using their personal news portal to deliver important promotional massages. There are different ad formats available in the internet platforms. Social media platforms provide more opportunities to interact with readers one-to-one. Top newspapers have digital version of their printed copy. Publisher of The Daily Prothom Alo offers different subscription packages for digital version of the printed newspaper.

v. Direct Marketing

Top newspapers sell newspaper to their direct corporate clients. Corporate clients get discount on newspaper purchase. Corporate clients like airlines, bus, water bus, hospital, retail superstore and hotel owners purchase newspaper for their clients.

Corporate social responsibility

Bangladeshi newspaper publishers provide humanitarian help, scholarship to poor and talented students, help to flood and winter affected people. Beside these, publisher of the Daily Prothom Alo organizes different programs against acid violence and help acid victims. They organize programs against drugs. They also organize different social and cultural events and activities. Math Olympiad, Language Competition, Physics Olympiad, Science Carnival, Sudoku Championship, Meril-Prothom Alo Awards, Best Book of the Year Awards, Prothom Alo Sports Awards, Bridal Festival and many other youth related programs are organized by publisher of the Daily Prothom Alo. Publisher of the Daily Star organizes many award programs- The Daily Star O- and A-level Awards, Bangladesh Business Awards, The Daily Star Climate Awards, The Daily Star ICT Awards, Rise High Bangladesh contest and some other Awards.

5.0 Chapter 5: Recommendations

Many suggestions came out from FGDs and In-depth interviews. I have designed this recommendation section based on the suggestions of this study, different other research suggestions and international news media association (INMA) articles. Following sections elaborate improvement areas of existing branding strategies of Bangladeshi newspaper industry.

a. Content:

Generally, newspaper provides diversified contents based on current events. Top newspapers consider popular and talk of the town topics at their front and back pages. Sometimes they decide talk of the town topics or popular topics from social media viral topics. A newspaper publisher should chose topic carefully based on their editorial policy. Editor should decide what is important for target customer. Newspaper readers perceive a newspaper as their guiding medium. It is very important to create a filter what is right and what is not to deliver in the newspaper. These attempts will create a differentiation among newspapers and other media.

b. Newspaper Design

In present day, educated persons maintain different roles in the society. They deal with lot of information sources. They want to gather necessary information in a very short time. Changing customer behavior is an important factor for newspaper design. High premium quality newspaper can reduce page number. Supplements may be served inside the main paper or outside with easy reading properties. It will be very easy for readers to get main information within first or second paragraph of the article. Info-graphics may be useful to get main information at a glance. A good image can explain more than a written article. It is less time consuming to understand an image. Detail analysis of current event, opinion of associates and experts are

unique features of a newspaper. Newspaper provides positive inspirational stories. These are especial attraction of readers. Publisher should continue constructive criticism. A news writer should cover every side of a news event. Completeness of an article about a news event is one of the most demandable factors to loyal readers. For completeness and importance a news publisher can print news articles directly from other newspaper or other news sources with proper reference. Easy reading language is important for a news article.

News articles may complete in one page or jumped to relevant news genre pages i.e. sports article in the front page may end at sports pages. News publishers can publish popular news genre articles in different sheets. A 20 pages main newspaper contains 5 sheets. Front and back page belongs in one sheet. Sports, entertainment, business and feature may belong to different sheets. It will be very easy to share newspaper sheets among multiple readers having different interest at public places. There are benefits regarding advertisement revenue of this presentation style. Front, back, front inner and back inner, third and fifth pages have good demand for advertisement. If publisher publish sports articles at middle most pages, advertisement value of these pages will increase due to popular contents. Feature page inside newspaper has high advertisement rate than separate medium or low popular feature pages.

Low price newspapers have unique news presentation style. Publisher of these newspapers publish news in a concise format. They try to provide more news in fewer pages. For main newspaper, 12 pages is the popular format in Bangladesh. It is very difficult to maintain proper content and advertisement ratio for top low price newspapers. Respondents of the survey who reads these newspapers have claim

about high advertisement volume. Low or high price newspaper, publishers have to maintain a good content and advertisement ratio. Content and advertisement ratio can be maximum 50:50 ratio for inner pages and 70:30 for main pages (Front, back and third).

c. Newspaper circulation and distribution policy

Due to form issue, print newspaper circulation is decreasing. Income of newspaper agents and hawkers are decreasing. Many of them are changing their profession. It is the high time to focus more on newspaper distribution channel. Newspaper agents and hawkers need help. Newspaper publishers should work jointly to improve distribution channel. Newspaper Owners' Association of Bangladesh (Noab) can play vital role in distribution channel improvement and newspaper cover price increase issues. They have to work with existed agents and hawkers. Online shopping and home delivery is increasing in Bangladesh. Newspaper agents can be motivated to join together and engage in home delivery. It will increase their revenue. Newspaper publishers have to involve popular online shop owners in this process. Tea stalls, libraries and stationary shops can be used as newspaper selling points.

Newspaper publisher should ensure lucrative commission, complimentary and unsold facilities for agents and hawkers. Currently hawkers receive complimentary and unsold facilities rarely. Newspaper selling target is very important for agents. Proper incentive package on target achievement will inspire agents. Newspaper sales people should push circulation more carefully that unsold amount will not increase more than acceptable limit. In case of excess unsold, flexible unsold policy will encourage agents to increase supply copy in future.

d. Advertisement Policy

Advertisement rate is high in traditional media than digital media. Many advertisers are confused about advertisement effectiveness. Newspaper advertisement sales team can develop methods to calculate advertisement effectiveness. Third party research organization can be employed for this process. Publisher of a newspaper should know about brand persona of the newspaper and its sub brands. They should know their customer profile. Programmatic advertisement is growing rapidly. Newspaper advertisement sales team should work jointly with advertisers.

e. Promotional mix

i. Advertisement: Bangladeshi newspapers provide few advertisements. Newspaper industry is declining. In this situation Newspaper Owners' Association of Bangladesh (Noab) can provide advertisement regarding benefits of newspaper reading. Newspaper publishers can provide advertisement at their own newspapers or other newspapers about unique features of the newspapers. Every top newspaper has own news portal. They can provide advertisement regarding contents or other attributes of the newspaper e.g. during publication of Junior School Certificate (JSC) model test at newspaper, they can provide advertisement at news portal, own newspaper and social media.

ii. Direct marketing: For direct marketing newspapers circulation sales team can target institutional households e.g. hostels of educational institutes, government libraries, hotels, motels, high way bus stands, waiting rooms, hospital outdoor waiting places and other public gathering places. Number of readers at these places is higher than general households. More institutional household

subscription can increase readership number more than general household subscription.

iii. Publicity/ Public Relationship:

Newspaper publishers should share achievements with readers. They should publish achievements at their own newspaper, own news portal and own social media pages and channels. Bangladesh is suffering from natural disasters. Newspaper publishers should take attempts for fund raising.

iv. Sales Promotion: For customer, newspaper publishers can issue loyalty card for monthly subscription. Loyalty card holder will enjoy discount on monthly newspaper bill for limited time, discount on new products, gift card of award functions, especial opportunity to publish their articles on feature pages or especial reader sections and different gift items like books. Loyalty card holder will get opportunity to participate in readers meet.

For agents and hawkers, newspaper authority can provide surprise incentive on best performance. Agents and hawkers can also receive star ID cards best on regular performance about sales increase, new ideas and regular monthly payment. Star ID holders will enjoy extra commission, monthly incentive and extra unsold facilities. Star ID holders will be awarded in hawkers and agents meet.

f. Corporate Social Responsibility: A newspaper organization gets any information earlier than general people. News publishers know about the current problems of the society. They should work on these problems. Newspaper should work as a platform to create awareness among different groups related to the problems- For pollution related issue, a group is general citizen of the nation and others are

government, non-government organizations work on environmental issues. Newspaper publishers can start campaign against different social problems. These types of work will be helpful to change citizen of the nation and the whole society. The media brand working with these will conquer hearts of the readers. Following section is about an INMA award winning campaign conducted by the Dainik Jagran of India.

The Dainik Jagran launched a campaign titled "We, the daughters of India". Objectives were — lend a first person voice on the gender issue and challenge rigid stereotypes. They created a platform from where daughters of India are heard and valued. This campaign is aligned with 7 principles of Dainik Jagron. They created 7 inspiration videos of 17 women who challenged gender stereotypes. They shared these videos on 1062 hyper local Whatsapp groups. They created 500 Facebook posts. They trained 35 girls at their news room to create their version of newspaper. On 11 October 2018 — the International Day of Girl Child they published the newspaper edited by the Daughters of India. Three million copies of the newspaper reached out to 17 million readers. They published 188 stories on women who challenged gender stereotypes and embarked on jobs that were hitherto 'pre-ordained' as male preserves. These inspirational stories chronicled how the women fought resistance from their families and society and stood as equals in an unequal world. Some of the stories reached 59 million readers of Dainik Jagran. They appointed 62 girls as advisors to MPs, District Magistrates and Medical Officers for one day. This symbolism captured the hopes and ambitions of millions of girls and impact ingrained gender inequality. These stories reached 17 million readers. On the same day, they asked 1150 girls across

India to express what being a woman meant to them. Their messages resonated hope, ambition, courage and the will to overcome.

Impact on brand: Dainik Jagran had the Highest Brand Awareness, Satisfaction, and Intention to Read. It was the most Preferred and Recommended brand. The authority scored the highest across every brand imagery parameters with an average lead of 37% over competition.

g. Connection with culture: Bangladeshi newspapers publish contents about different major Bengali cultural events. Due globalization many global practices are popular in Bangladesh e.g. English New Year celebration, Valentine's Day celebration and many more. Bangladeshi newspapers have scopes to publish more cultural contents than now.

h. Connection with customer: A media organization or any organization should create connection with target customer. They should monitor customer response about the products and it attributes. A newspaper publisher can set a panel of loyal readers and collect feedback from them about regular publication. Newspaper sales team can also get feedback from customer visit randomly. Sales team can collect feedback about newspaper delivery time, proper delivery of all pages, actual monthly bill delivery and lucrative subscription packages for future. Charge free hotline number can be started to listen different claims of readers. Social media pages are also useful to maintain one-to-one connection with readers. Readers' feedbacks are helpful to develop more customer focused newspaper, supplements, magazines and other products. Newspaper publishers can take help from research organizations to understand readers.

i. Connection with Sustainable Development Goal: According to UNDP—the Sustainable Development Goals (SDGs), also known as the Global Goals, were

adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated — that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. Through the pledge to Leave No One Behind, countries have committed to fast-track progress for those furthest behind first. That is why the SDGs are designed to bring the world to several life-changing 'zeros', including zero poverty, hunger, AIDS and discrimination against women and girls. Everyone is needed to reach these ambitious targets. The creativity, knowhow, technology and financial resources from all of society are necessary to achieve the SDGs in every context.

A newspaper organization should work for SDGs. They should align their vision, mission and business objectives with SDGs. By doing these they will find them connected with social development as well as people of the society.

j. Authenticity

Readers get news from newspaper. Social media also provides news. There are huge claim about fake news in social media. It is a scope for newspaper organization to deliver authentic news through off line and online platforms and gain trust of the readers. There are also claims about newspapers; they publish news in favor of some political group. This is also a bad practice and paves way to destroy the newspaper brand. It is always necessary to take right stand against crime. Constructive criticism is perceived positively.

k. Digitalization: Top newspaper publishers maintain news portal. A news portal creates scope to publish news within lowest possible time after event. Many news portals do not publish news timely. May be they have infrastructure related issue.

A newspaper publisher should publish news at news portal within shortest possible time. By doing this the can attract more readers. Quality content delivery is very important. A news publisher should maintain standard of news in news portal similar to their newspaper. Social media is sharing platform where they can share news and interact with readers. Many news publishers consider social media as news breaking platform. Engagement with readers can generate loyal visitors of the news portal from social media.

Online subscription of e-paper of printed newspaper and online subscription of news contents, video contents are increasing. Online advertisement submission for newspaper and online news portal, digital payment system for online advertisement submission are also popular.

l. Engagement: Top news media brand have good focus on engagement of the audiences. They maintain one-to-one connection with audience through social media pages. They launce opinion polls on current issues at their website. Readers have opportunity to comment on any news of online news portal. Readers of newspaper can send complains about different social or other issues which are published on "Letters to the Editor" section of editorial page of a newspaper. Readers' engagement related content should be increased. Newspaper publisher can ask to readers for queries or opinion about any issue regarding social, political, economic, education, sports, career, health and others. Newspaper publisher will publish their queries with answers and opinions to corresponding newspaper pages. Newspaper publishers should use all offline and online platforms for user engagement. They can also organize online readers meet about current talk of the town topics. People concerned about the subject, top journalists, experts and online audiences will be participants of the meet.

6.0 Chapter 6: Conclusion

Top newspapers of Bangladesh follow branding strategies. Popular branding elements are name, logo, newspaper copy, masthead, headline, font, color scheme, authenticity, content, photography style, price and sub-brand. Top newspapers have online news portal and e-paper of their printed version. Newspaper authorities maintain social media pages. Results of this study shows that Internet is top choice for readers to read news. Due to form issue newspaper is getting low priority for readers. Day by day circulation number of newspapers is decreasing. Proper brand strategies can retain readers and make them loyal to the newspaper brand. Content of the newspaper is very important to the readers. Sport is most popular news genre. National, entertainment, international, politics and feature genre are in successive positions based on popularity. Content presentation and delivery creates differentiation. Generally audiences have many options to collect contents. From internet they receive all type of contents anywhere. TV broadcast live events. Newspaper provides deep analysis of the news, exclusive feature articles and positive inspiring stories beside regular news updates. These are unique selling point of a newspaper today. Newspaper provides authentic contents. This authenticity and better selection of content criteria differentiate newspaper with random online news sources and social media. Readers test is changing. There expectation is also increasing. It is very necessary to increase 'value for money' of newspaper to satisfy readers for long time. Content diversity, presentation style, use of image and info-graphic, readers' engagement, reasonable price may retain more loyal readers. Good communication and attractive business package for newspaper circulation sales agents and advertisers are very important now. Media branding experts suggest about integrated content for print and online sources. More diversity in content is necessary for both platforms. These will cover all type of readers. Social media platform especially Facebook is the best source to interact with readers. For advertisement, a newspaper

authority should know their readers' profile. They should understand brand persona of their product. Newspapers publisher need to develop methods to understand their audience preference. They should update their product either online or offline or both based on test of audience. Bangladeshi newspaper publishers provide few promotional campaigns. They should increase promotional campaign in offline and online platforms regarding their product attributes. Improvement of newspaper distribution channel is necessary. They should initiate more activities for social development under corporate social responsibility. Moreover, I can say that by following above steps a newspaper will be able to retain their existed subscribers. At the same time their online platforms and other products will gain popularity.

6.1 Future scopes of this study

Newspaper branding contains many elements. There are scopes to conduct study regarding every element. Some sectors for future study are:

- Content is very important element of newspaper branding. There are scopes to conduct study regarding impact of newspaper contents on brand value maximization.
- Study can be conducted to test effect of different page allocation in main newspaper.
- Price is another important element of newspaper branding. Price sensitivity analysis is important for fixing lucrative price for readers.
- Effect of discount for monthly newspaper subscription can be determined.
- Advertisers have questions about efficiency of advertisement in newspaper. It is a matter of study that what advertisement will be more effective in newspaper.

- Cost of advertisement can be examined. Lucrative price of advertisement can be determined.

- To measure the effect of promotional tools on brand value increase is also an important factor.

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Appendices

Appendix-A: List of tables

Table 1

Acceptable circulation of popular newspaper (in hundred thousand) (Source:

Media enlisted daily newspaper, July 2019, Department of Films and Publications)

Newspaper	Circulation (in hundred thousand)
Bangladesh Pratidin	5.53
Prothom Alo	5.02
Kaler Kantho	2.90
Jugantor	2.90
Ittefaq	2.90
Amader Shomoy	2.90
Janakantha	2.90
Samakal	2.71
Daily Star	0.45

Table 2

Average issue readership (AIR) (in million persons) of popular newspapers

(Source: National Media Survey 2018 conducted by Kantar MRB)

Newspaper	AIR (in million persons)
Prothom Alo	6.6
Bangladesh Pratidin	5.5
Jugantor	1.9
Ittefaq	0.9
Naya Diganta	0.7
Amader Shomoy	0.4
Kaler Kantho	0.4

Table 3

Penetration (in percentage) of different media during different national media

surveys

Media	2012	2014	2016	2018
TV	69%	76%	83%	86%
Internet	4%	7%	15%	26%
Print	24%	25%	24%	24%
Radio	10%	13%	13%	15%
Mobile Ownership	59%	64%	67%	76%

Table 4

TV viewing intensity (in percentage) during different national media surveys

Intensity	2012	2014	2016	2018
Heavy Viewer	26%	31%	35%	28%
Medium Viewer	31%	24%	29%	32%
Light Viewer	43%	45%	36%	40%

Table 5

Newspaper reading intensity (in percentage) during different national media surveys

Intensity	2012	2014	2016	2018
Heavy Reader	17%	10%	1%	8%
Medium Reader	42%	41%	14%	32%
Light Reader	41%	49%	85%	60%

Table 6

Percentage of readers read newspaper at different places during different national media surveys

Places	2012	2014	2018
Working Place	46%	52%	60%
Home	40%	37%	40%
Newspaper Stall	8%	4%	
Others	6%	7%	

Table 7

FM radio listening intensity (in percentage) during different national media surveys

Intensity	2012	2014	2016	2018
Heavy Listener	32%	32%	9%	2%
Medium Listener	18%	21%	18%	10%
Light Listener	50%	47%	72%	88%

Table 8

Average issue readership (in millions) of popular newspapers during different national media surveys

Newspapers	2014	2016	2018
Prothom Alo	4.3	5.3	6.6
Bangladesh Pratidin	3.2	4.2	5.5
Jugantor	1.5	1.2	1.9
Ittefaq	1.1	0.7	0.9
Naya Diganta	1.0	0.6	0.7
Amader Shomoy	0.4	0.3	0.4
Kaler Kantha	0.6	0.5	0.4

Table 9

Total number of times newspaper names were recalled by readers' FGD participants

Newspaper	Number of times recalled
Prothom Alo	17
Jugantor	13
Bangladesh Pratidin	12
Daily Star	6
Kaler Kantho	5
Ittefaq	3
Naya Diganta	2
Samakal	1
Amader Shomoy	1
Jaijaidin	1

Table 10

Total number of times newspaper names were recalled in sample survey

Newspaper	1st recall	2nd recall	3rd recall	Total
Prothom Alo	275	83	35	393
Daily Star	90	152	36	278
Bangladesh Pratidin	28	39	63	130
Kaler kantho	12	37	74	123
Jugantor	6	36	49	91
Ittefaq	4	23	37	64
Samakal	4	12	30	46
Bangladesh Today	5	14	9	28
New Age	2	6	18	26
Independent	2	4	14	20
Naya Diganta	5	7	8	20
Janakantha	1	3	7	11
Amader Shomoy	2	4	3	9
Daily Sun		2	4	6
Alokito Bangladesh	2	2	1	5
Inqilab	2		3	5
Jai Jai Din		1	4	5
Observer		3	2	5
Manab Zamin		1	3	4
Bhorer Kagoj		1	2	3
Karatoa			3	3
Dhaka Tribune			2	2
Financial Express			2	2
Sangbad		1	1	2
Amar Desh		1		1
Azadi	1			1
Bangla Tribune			1	1
Bangladesh Observer			1	1
Daily Bangladesh			1	1
Daily News	1			1
Purbokone		1		1
Sakaler Khobor			1	1
Sangram			1	1

Table 11

Favorite newspaper read daily (in number of persons)

Newspaper	Total
Prothom Alo	297
Daily Star	58
Bangladesh Pratidin	38
Kaler Kantho	16
Jugantor	8
Ittefaq	5
Samakal	5
Naya Diganta	4
Amader Shomoy	3
Bangladesh Today	2
New Age	2
Alokito Bangladesh	1
Azadi	1
Daily Sun	1
Inqilab	1

Table 12

Percentage of readers read newspaper at different times

Reading Time	No. of persons	% of persons
Morning	259	59%
Noon	31	7%
After Noon	70	16%
Evening	69	16%
Night	78	18%
Late Night	21	5%

Table 13

Rank of different news genre (in percentage)

News Genre	1	2	3	4	5	6	7	8
Sports	40%	14%	7%	9%	8%	8%	4%	7%
Entertainment	14%	24%	14%	12%	12%	7%	7%	6%
Politics	12%	14%	17%	10%	14%	10%	10%	9%
National	14%	15%	20%	22%	14%	6%	4%	3%
International	10%	13%	17%	18%	18%	10%	7%	3%
Feature	8%	8%	12%	11%	12%	25%	17%	6%
Local	3%	6%	10%	10%	13%	19%	32%	5%
Other	3%	3%	2%	3%	3%	6%	10%	54%

Table 14

Percentage of readers at least satisfied for different news genre of their favorite

newspaper

News Genre	Bangladesh Pratidin	Daily Star	Prothom Alo
Sports	66%	59%	70%
Entertainment	63%	50%	54%
Politics	53%	38%	33%
National	66%	43%	54%
International	63%	45%	55%
Feature	55%	59%	56%
Local	53%	40%	44%
Other	39%	29%	35%

Table 15

Percentage of readers at least satisfied for different factors of their favorite

newspaper

Factors	Bangladesh Pratidin	Daily Star	Prothom Alo
Attractive headlines	63%	64%	59%
Well written news	66%	64%	67%
Authentic news	53%	59%	55%
Detail coverage or follow ups	53%	48%	45%
Depth analysis	37%	50%	51%
Special report columns	50%	60%	55%
Good image quality	58%	55%	56%
Info-graphic	47%	48%	43%
Overall content presentation	47%	47%	53%
Attractive logo	55%	43%	50%
Attractive design	53%	48%	48%
Clear font	63%	66%	58%
Innovation	55%	47%	50%
Logical page sequence	42%	45%	49%
No of pages	39%	59%	55%
No of news	37%	57%	51%
No of feature pages	32%	52%	44%
No of Advertisement	18%	36%	32%
Good printing quality	53%	50%	54%
Good newsprint quality	42%	48%	61%
Price of newspaper	63%	45%	49%
Availability of newspaper	74%	71%	73%

Table 16

Percentage of readers associate their favorite newspaper brand with different

words or phrases

Words or Phrases	Bangladesh Pratidin	Daily Star	Prothom Alo
Superior	37%	40%	43%
Inferior	5%	3%	5%
Courageous	21%	29%	33%
Timid	0%	0%	3%
High moral view	18%	22%	27%
Low moral view	3%	2%	4%
Take right decision when needed	29%	38%	43%
Fail to take right stand some times	3%	17%	18%
Modern	39%	31%	32%
Old fashioned	3%	5%	6%
Youthful	26%	21%	40%
An old man	3%	3%	1%
Stylish	26%	33%	27%
Traditional	18%	17%	20%
Innovative	29%	33%	24%
Mundane	3%	5%	4%
High class	21%	22%	31%
Middle class	42%	10%	18%

Table 17

Percentage of readers associate their favorite newspaper brand with different

vehicle characteristics

Vehicle Characteristics	Bangladesh Pratidin	Daily Star	Prothom Alo
Scania bus: comfortable and modern outlook	16%	36%	31%
CNG:Mass, accessible for all	24%	12%	16%
Highway bus: Speedy	11%	26%	21%
Uber car: comfortable	13%	16%	29%
Greenline: Quality service	5%	21%	28%
Local bus: low quality	3%	5%	8%
Rickshaw: slow	5%	2%	5%
BRTC AC Bus: Good quality at low price	50%	31%	32%

Table 18

Percentage of readers read online version of their favorite newspaper

Newspaper	Percentage of reader
Bangladesh Pratidin	58%
Daily Star	83%
Prothom Alo	85%

Table 19

Medium of internet use

Device/Medium	No. of Readers	Percentage of Readers
Mobile	303	82%
Tablet Pc	7	2%
Laptop/Desktop Pc	60	16%
Total internet user	370	84%
Total reader	442	

Table 20

Intensity of online news reading (in percentage)

Frequency	No. of Readers	Percentage of Readers
Daily	199	55%
4/5 days in a week	45	12%
2/3 days in a week	79	22%
One day in a week	41	11%
No. of readers mention about online news reading intensity	364	82%

Table 21

Loyalty Factors (in percentage of at least interested readers)

Loyalty Factors	Bangladesh Pratidin	Daily Star	Prothom Alo
Interested to continue reading print edition	89%	72%	76%
Interested to continue reading online edition	66%	59%	72%
Suggest a friend to read print edition	74%	72%	73%
Suggest a friend to read online edition	50%	59%	62%
Interested to purchase a magazine published by newspaper company	42%	55%	57%
Suggest a friend to read a magazine published by newspaper company	47%	59%	60%

Table 22

Percentage of readers can remember CSR activities of their favorite newspaper

Answers	Bangladesh Pratidin	Daily Star	Prothom Alo	Total
Yes	4	10	119	137
No	12	20	68	115
Can't remember	22	28	110	190
Total	38	58	297	442
Remember CSR	11%	17%	40%	31%

Table 23

Percentage of readers feels good for CSR activities of their favorite newspaper

Answers	Bangladesh Pratidin	Daily Star	Prothom Alo	Total
Yes	18	31	168	240
No	6	7	34	55
Don't know	13	20	93	144
Total	38	58	297	442
Feel Good (%)	47%	53%	57%	54%

Table 24

Percentage of readers like Facebook page of their favorite newspaper

Answers	Bangladesh Pratidin	Daily Star	Prothom Alo	Total
Yes	25	35	237	332
No	11	19	47	85
Can't remember	2	4	13	25
Total	38	58	297	442
Facebook Like (%)	66%	60%	80%	75%

Table 25

Facebook page likes (in million), Date: November 6, 2019

Page	Likes
Prothom Alo	14,422,205
Daily Star	3,061,418
Bangladesh Pratidin	1,688,552

Table 26

Response to future offers (Percentage of readers at least like the package)

Offers	At least like (%)
BDT 100 off on monthly subscription	75%
Epaper free+print edition of the day	72%
Online content at discount price	46%

Appendix-B: Survey questionnaire

<div align="center">**Survey**</div>

Dear Respondent,

    I hope you are a regular newspaper reader. I would like to personally thank you for spending time in completing this questionnaire. This survey is a part of the study titled **"Branding Strategies of Daily Newspaper Industry in Bangladesh"**. The study is conducted for academic purpose. I can assure that your information will be kept confidential.

Best Regards,

Arup Kumar Ghosh

A. Personal Information (Please mark with tick (✓) in the appropriate round bullets)

1. Your age group

   o 15-19 yrs
   o 20-29 yrs
   o 30-44 yrs
   o 45+ yrs

2. Your gender

   o Male
   o Female

3. Your marital status

   o Unmarried
   o Married
   o Single

4. Your profession

   o Student
   o Private Service
   o Govt. Service
   o Business
   o ………………..

5. Your last academic degree

   o Below SSC
   o SSC/ Equivalent
   o HSC/Equivalent
   o Undergraduate
   o Graduate or Higher

6. Monthly Family Income

- o Below BDT 20,000
- o BDT 20,000 to 30,000
- o BDT 30,001 to 50,000
- o BDT 50,001 to 1,00,000
- o More than BDT 1,00,000

B. Product specific questionnaire (Please mark with tick (✓) in the appropriate round bullets or proper spaces)

7. Please write 3 newspaper names you can remember.

    a. …………………………………………..

    b. …………………………………………..

    c. …………………………………………..

8. Write the name of your favorite newspaper you read daily. From how many years or months you have been reading the newspaper.
…………………………………………………..,…………………………………………

9. How much time you spend daily in reading newspaper?

- o Below 15 mins
- o 15-30 mins
- o 30-60 mins
- o 60-120 mins
- o More than 120 mins

10. Which time slots are your favorites for newspaper reading?
(You may mark multiple answers)

- o Morning
- o Noon
- o After Noon
- o Evening
- o Night
- o Late Night

11. Rank your favorite news types (1 = Most favorite to 8= Like)

News Type	Rank
Sports	
Entertainment	
Politics	
National	
International	
Feature (Lifestyle articles, Job tips, Art and Culture)	
Local News	
Other ( )	

12. How satisfied you are for the following news types of your favorite newspaper?
   (Please mark with tick (✓) in the appropriate space)

Parameters	1= Very Dissatisfied	2=Dissatisfied	3=Neutral	4=Satisfied	5=Very Satisfied
Sports					
Entertainment					
Politics					
National					
International					
Feature (Lifestyle, Job tips, Art and Culture)					
Local News					
Other( )					

13. How satisfied you are about your favorite newspaper under following parameters?
   (Please mark with tick (✓) in the appropriate space)

Parameters	1= Very Dissatisfied	2=Dissatisfied	3=Neutral	4=Satisfied	5=Very Satisfied
Attractive headlines					
Well written news					
Authentic/true news					
Detail coverage, follow ups					
Depth of analysis					
Special report/columns					
Good image quality					
Info-graphic					
Overall content presentation					
Attractive logo					
Attractive design					
Clear font					
Innovation					
Logical page sequence					
No. of pages					
No. News					
No. feature pages					
No. of advertisement					
Good printing quality					
Good newsprint quality					
Price of the newspaper					
Availability of newspaper					

14. Please write your favorite supplement names offered by your favorite newspaper?

15. Did you purchase any magazine published by your favorite newspaper? Please write name(s) if your answer is yes.
    o Yes
    o No
    o Can't remember

    Please mention the name(s)……………………………………………………

16. What words or phrases are appropriate for your favorite newspaper brand? Please mark multiple answers mentioned below-
    o Superior
    o Inferior
    o Courageous
    o Timid
    o High moral view
    o Low moral view
    o Take right decision when needed
    o Fail to take right stand some times
    o Modern
    o Old-fashioned
    o Youthful
    o An old man
    o Stylish
    o Traditional
    o Innovative
    o Mundane
    o High class
    o Middle class

17. What vehicle characteristics best match your favorite newspaper brand? Please mark multiple answers mentioned below-
    o Scania bus: comfortable and modern outlook
    o CNG: Mass, accessible for all
    o Highway bus: Speedy
    o Uber car: Comfortable
    o Greenline: Quality service
    o Local Bus: Low quality
    o Rickshaw: Slow
    o BRTC AC Bus: Good quality at low price

18. Do you read news from online version (news portal/epaper/apps/breaking news service) of your favorite newspaper?
    o Yes
    o No
    o Do not have internet access

Please answer next few questions if your answer for question 18 is yes / no-

i. How frequently you read news from online version (news portal/epaper/apps/breaking news service) of your favorite newspaper?

o Daily
o 4/5 days in a week
o 2/3 days in a week
o One day in a week

ii. How much time you spend in social media (Facebook/YouTube) in a day?

o Below 30 mins
o 30-60 mins
o 60-120 mins
o More than 120 mins

iii. How much time you spend in reading online news in a day?

o Below 30 mins
o 30-60 mins
o 60-120 mins
o More than 120 mins

iv. How much time you spend in Internet in a day?

o Below 30 mins
o 30-60 mins
o 60-120 mins
o More than 120 mins

v. What medium you prefer for internet use?

o Mobile
o Tablet Pc
o Laptop/Desktop Pc

19. Rate your interest to continue reading print edition of your favorite newspaper in near future?

1=Not Interested	2=May be Not	3=Don't Know	4=Interested	5=Highly Interested

20. Rate your interest to continue reading online edition of your favorite newspaper in near future?

1=Not Interested	2=May be Not	3=Don't Know	4=Interested	5=Highly Interested

21. Would you interested to suggest a friend to read print edition of your favorite newspaper?

1=Not Interested	2=May be Not	3=Don't Know	4=Interested	5=Highly Interested

22. Would you interested to suggest a friend to read online edition of your favorite newspaper?

1=Not Interested	2=May be Not	3=Don't Know	4=Interested	5=Highly Interested

23. Rate your interest to purchase a magazine published by your favorite newspaper company in near future?

1=Not Interested	2=May be Not	3=Don't Know	4=Interested	5=Highly Interested

24. Rate your interest to suggest a friend to read a magazine published by your favorite newspaper company in near future?

1=Not Interested	2=May be Not	3=Don't Know	4=Interested	5=Highly Interested

25. Can you remember any CSR activity (humanitarian help, social awareness, youth development or social development, award ceremony, readers meet with newspaper authority, round table discussion etc.) initiated by your favorite newspaper authority?

   o   Yes
   o   No
   o   Can't remember

        Please mention some names…………………………………………………

26. Do you feel good for CSR activities initiated by your favorite newspaper authority?

   o   Yes
   o   No
   o   Don't know

27. Which types of promotional tools of your favorite newspaper you can remember? Please mark with tick (✓) in all options you can remember and write beside the options what you can remember?

   o   Advertisement in TV/Radio/Newspaper   …………………………………………….

   o   Leaflet …………………………………………………………………………………

   o   Shop sign ……………………………………………….......................................

   o   Festoon/banner……………………………………………….....................................

   o   Billboard……………………………………………………….....................................

   o   Can't remember

28. When you saw above promotional tools, did you feel any additional attraction about your favorite newspaper?

- o Yes
- o No
- o Can't remember

29. Do you follow/Like Facebook page of your favorite newspaper?

- o Yes
- o No
- o Can't remember

30. Rank your favorite news sources? (1=Most Favorite, 5=Rarely use)

Medium	Rank
Newspaper	
TV	
Internet	
Radio	
Other ( )	

31. How much time you spend daily in following mediums?

Medium	Time (in Mins)
TV	
Radio	

32. How much time you spend daily in watching/listening news in following mediums?

Medium	Time (in Mins)
TV	
Radio	

33. Which newspaper or news content package you would like to purchase? Please rate your linking in all the following packages?

    i. BDT 100 off on monthly subscription. (For 30 newspaper total monthly bill is BDT 300)

1=Strong Dislike	2=Dislike	3=Don't Know	4=Like	5=Strongly Like

    ii. E-paper (online edition) access is free for the day if you purchase the print edition of the day.

1=Strong Dislike	2=Dislike	3=Don't Know	4=Like	5=Strongly Like

iii. Imagine that online exclusive news contents are not free in near future. You would like to purchase your favorite contents at discounted price.

1=Strong Dislike	2=Dislike	3=Don't Know	4=Like	5=Strongly Like

……………………………………………………….
Signature of the respondent

Thank you very much for your kind cooperation.

Appendix-C: In-depth interview questionnaire (Professionals)

In-depth interview
Branding Strategies of Daily Newspaper Industry in Bangladesh
(Interviewer may use mobile recorder to record the interview)

1. What are the popular elements of branding in Bangladesh? Please explain with examples.

2. What are the elements of branding in newspaper/media industry? Please explain with examples.

3. What promotional tools are popular in Bangladesh? Please explain why these are popular.

4. For advertisement, what is the media preference list? Please mention about previous preference list.

5. Please explain about media budget shift.

6. What are the considerations to choose a media for advertisement? Please explain in detail for a newspaper.

7. Please explain about the importance of following promotional tools for a newspaper? How the tools are considered by an advertiser?

- Corporate Social Responsibility (CSR)

- Event

- Sponsorship

- PR

- Content branding

8. Are the sectors of Marketing expanding? What will be the future marketing techniques?

9. What will be the future of media industry? Please explain for newspaper industry.

10. What will be the future branding strategy for FMCG? Please suggest some future branding strategy for newspaper industry?

Appendix-D: In-depth interview questionnaire (The Editor)

Branding Strategies of Daily Newspaper Industry in Bangladesh
Participants: Chief Editor/ Representative
(Interviewer may use mobile recorder to record the interview)

1. Why readers should read newspaper? What unique features of your newspaper create value for readers?

2. Are CSR initiative, award functions and contests providing good image for the newspaper? How? Please explain in detail.

3. Do you have some special offers for readers to attract them to continue reading? If yes, please tell a success story.

4. For new generation (net generation), what are the offers to attract them?

5. Do you have any initiative to retain advertisers? If yes, please explain with success story. If you are thinking about future attempts, please mention.

6. Do you have any plan to attract newspaper agents to sell your newspaper? Please explain with a success story if any. You can mention about future plans.

7. What are the key attraction factors of your online news portal? What strategies you take to increase traffic. Please explain with success stories. Do you think social media presence is important for a newspaper? Why? Please mention success stories.

8. In the present political situation, what is your stand? What types of contents you will offer to readers by which readers will fell loyal to your newspaper?

Appendix-E: FGD discussion guideline (Professionals)

Focus Group Discussion Guide
Branding Strategies of Daily Newspaper Industry in Bangladesh
Participants: Professionals from Brand & Communication, Marketing, Sales
(8-10 persons)

1. Preamble (5 minutes)
   - Thanks and welcome
   - There are no right and wrong answer
   - Audio recording
   - Help self to refreshments
   - Going to be talking about Branding Strategies of Newspaper Industry in Bangladesh
   - Concerns?

2. Intros and warm-up (10 minutes)
   - Introduce yourself
   - Request participants to introduce themselves
   - Express the purpose of the discussion

3. Branding strategy (10 minutes)
   - What is branding
   - Elements of branding strategy
   - Some example of successful branding strategy

4. Branding strategy in newspaper industry (30 minutes)
   - Is any branding strategy followed in newspaper industry?
   - Element of branding strategy used in newspaper industry
   - Describe about each element and their significance
   - Success stories of branding strategy
   - Challenges of applying branding strategies

5. Current challenges of newspaper industry (20 minutes)
   - Newspaper circulation
   - Advertisement
   - Readers' perception
   - Newspaper agents' perception
   - Advertisers' perception
   - Government policy
   - Internet expansion
   - Electronic media expansion

6. Future branding strategy in newspaper industry (closing) (20 minutes)
   - Branding strategies which can help to solve present challenges as well as create more value
   - Develop some packages (discount on newspaper price, contest etc.)

Appendix-F: FGD discussion guideline (Readers)

Focus Group Discussion Guideline
Branding Strategies of Daily Newspaper Industry in Bangladesh
Participants: Readers (Prothom Alo/ other newspaper) (8-10 persons)
(Time: 120 min)

1. Preamble (5 minutes)
   - Thanks and welcome
   - There are no right and wrong answer
   - Audio recording
   - Help self to refreshments
   - Going to be talking about Branding Strategies of Newspaper Industry in Bangladesh
   - Concerns?

2. Intros and warm-up (10 minutes)
   - Introduce yourself
   - Request participants to introduce themselves
   - Express the purpose of the discussion (What attracts readers towards a newspaper, provide value to them, what factors make this a part of their life)

3. What is newspaper (10 minutes)
   - Perception about newspaper
   - Why newspaper is important for them
   - Some names of newspaper (they can recall, ask to fill up FGD questionnaire)

4. Newspaper content analysis (20 minutes)
   - Ask to mention about their favorite news types and how satisfied about the news genres of their favorite newspaper (Ask to fill up FGD questionnaire)
   - Show newspaper from front to back and ask opinion about each type of contents (Article, picture, info-graphic). Ask about each page what is attractive. Discuss about supplement pages.
   - Ask about headline, news presentation, in depth report, follow up, authenticity (truthful)

5. Some other factors of newspaper (10 minutes)
   - Price of newspaper
   - No. of pages
   - No. of news
   - No. of supplements
   - No. of advertisement
   - Printing quality
   - Newsprint quality
   - Availability of newspaper

6. Supplements and other publications of the newspaper (5 minutes)
    - Ask about favorite supplements
    - Ask about magazines published by newspaper authority

7. Association of newspaper with words and vehicle characteristics (5 minutes)
    - Tell words or phrases and ask to match with newspaper brand-

        o Superior
        o Inferior
        o Courageous
        o Timid
        o High moral view
        o Low moral view
        o Take right decision when needed
        o Fail to take right stand some times
        o Modern
        o Old-fashioned
        o Youthful
        o An old man
        o Stylish
        o Traditional
        o Innovative
        o Mundane
        o High class
        o Middle class

    - Ask to match vehicle characteristics-

        o Scania bus: comfortable and modern outlook
        o CNG: Mass, accessible for all
        o Highway bus: Speedy
        o Uber car: Comfortable
        o Greenline: Quality service
        o Local Bus: Low quality
        o Rickshaw: Slow
        o BRTC AC Bus: Good quality at low price

8. Newspaper reading behavior (5 minutes)
    - Daily time spend on reading newspaper
    - When the read newspaper- Morning, noon after noon, evening, night, late night
    - Where the read newspaper- Home, office, library or other place

9. TV, Radio and Internet uses (15 minutes)
   - Daily time spend on TV, favorite programs, time of watching, time spend on watching news (Type of news)
   - Daily time spend on FM radio, favorite programs, time of listening, mode of listening, time spend on listening news
   - Daily time spend on internet, mode of internet use (mobile, desktop/laptop, tablet), place of internet use (home, office, transport, mixed), favorite sites, time spend on social media, favorite entertainment, favorite news site, time spend on news reading, news from social media pages (like/follow)

10. Best source of news (5 minutes)
    - Ask about favorite source of news (ask for ranking- Internet, TV, Radio)
    - Reasons for the preference

11. Views about CSR activity, award function, social development, youth development (5 minutes)
    - Recall CSR activity, award function, social development, youth development
    - Reaction and opinion about these initiatives

12. Promotional activities (5 minutes)
    - Recall advertisement, leaflet, shop sign, festoon/ banner, billboard
    - Reaction and opinion about these initiatives

13. Future actions (5 minutes)
    - Ask about future reading of newspaper or online news portal of the news brand. Ask in case of price increase of newspaper. In future popular news portal contents may not be read free of cost.
    - Ask about suggestion to friend about reading the newspaper or its news portal or other publications.

14. Promotional offer testing (5 minutes)
    - Discount on newspaper monthly subscription
    - Newspaper subscription + free epaper
    - Discount on online popular contents

15. Suggestions (closing) (10 minutes)
    - Ask improvement scopes and their expectations from the newspaper

Enclosure: FGD Questionnaire (Readers)

FGD Questionnaire (Readers)

Please mark with tick (✓) in the appropriate round bullets

1. Your age group

   o   15-19 yrs
   o   20-29 yrs
   o   30-44 yrs
   o   45+ yrs

2. Your gender

   o   Male
   o   Female

3. Your marital status

   o   Unmarried
   o   Married
   o   Single

4. Your profession

   o   Student
   o   Private Service
   o   Govt. Service
   o   Business
   o   ………………..

5. Your last academic degree

   o   Below SSC
   o   SSC/ Equivalent
   o   HSC/Equivalent
   o   Undergraduate
   o   Graduate or Higher

6. Monthly Family Income

   o   Below BDT 20,000
   o   BDT 20,000 to 30,000
   o   BDT 30,001 to 50,000
   o   BDT 50,001 to 1,00,000
   o   More than BDT 1,00,000

7. Please write 3 newspaper names you can remember.

   a. …………………………………………..

   b. …………………………………………..

   c. …………………………………………..

8. Write the name of your favorite newspaper you read daily. From how many years or months you have been reading the newspaper.

………………………………………………….,

…………………………………….

9. Rank your favorite news types (1 = Most favorite to 8= Like)

News Type	Rank
Sports	
Entertainment	
Politics	
National	
International	
Feature (Lifestyle articles, Job tips, Art and Culture)	
Local News	
Other ( )	

10. How satisfied you are for the following news types of your favorite newspaper? (Please mark with tick (✓) in the appropriate space)

Parameters	1= Very Dissatisfied	2=Dissatisfied	3=Neutral	4=Satisfied	5=Very Satisfied
Sports					
Entertainment					
Politics					
National					
International					
Feature (Lifestyle, Job tips, Art and Culture)					
Local News					
Other ( )					