



**Report
on**

**Development of
Media Campaigning Guideline for Joyeeta Foundation**

Reference: PS 8.15.3

Final Version

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**Capacity Development of Joyeeta Foundation Project
Joyeeta Foundation
Ministry of Women & Children Affairs**

ABBREVIATIONS

BB	Bangladesh Betar
BDT	Bangladeshi Taka
BTV	Bangladesh Television
CBJF	Capacity Building of Joyeeta Foundation
DCI	Data Collection Instrument
DPP	Development Project Proposal
FY	Financial Year
FYP	Five Year Plan
8FYP	8 th Five Year Plan
GoB	Government of Bangladesh
HPM	Honorable Prime Minister
IDI	In-depth Interview
IWEs	Individual Women Entrepreneurs
JF	Joyeeta Foundation
KII	Key Informant Interview
LR	Literature Review
mil	Million
MoWCA	Ministry of Women and Children Affairs
NWDP	National Women Development Policy
PP2041	Perspective Plan 2041
SDG	Sustainable Development Goals
SME	Small and Medium Enterprise
USD	United States Dollar
WEAs	Women Entrepreneur Associations

TABLE OF CONTENTS

SECTION 1: INTRODUCTION	5
1.1 Background	5
1.1.1 Significance of the Guideline in Achieving PP2041	5
1.1.2 Significance of the Guideline in line with JF Requirement	6
1.2 Objective of the media guideline	6
SECTION 2: METHODOLOGY	7
2.1 Scope of Work	7
2.2 Conceptual Construct.....	7
2.2.1 Marketing Communications Mix.....	7
2.2.2 Marketing Communications Effects	8
2.3 Data Collection Tools and Methods	9
2.3.1 Secondary Data Collection	9
2.3.2 Primary Data Collection and Analysis	10
SECTION 3: MEDIA AND ORGANIZATIONAL CAMPAIGNING ANALYSIS.....	11
3.1 Media Analysis.....	11
3.1.1 The Mediascape	11
3.1.2 Print Media	12
3.1.3 Television Media	12
3.1.4 Radio Media.....	13
3.1.5 Online Media and Social Media	13
3.2 Organizational Campaigning Analysis	15
SECTION 4: MEDIA CAMPAIGNING GUIDELINE FOR JF.....	16
4.1 Preamble	16
4.2 Definitions	16
4.3 Communication Goal Setting	17
4.4 SMART Communication Objective Setting	18
4.5 Media Campaigning Guideline	19
CONCLUSION.....	23
REFERENCES	24

LIST OF TABLES

Table-1:	Table of Marketing Communications Mix	7
Table-2:	Bangladeshi media at a glance.....	11
Table-3:	Females' Preferences for Information	11
Table-4:	Daily circulation of top-ten Bangla and English newspapers in Bangladesh	12
Table-5:	Seven-day reach of female audience	12
Table-6:	Distribution of internet and mobile phone users in Bangladesh (in %).....	14

LIST OF FIGURES

Figure-1:	Marketing Communication Effects.....	8
Figure-2:	Social Media Advertising Spending (in billion USD) Projection	13
Figure-3:	Social media stats of Bangladesh, February 2023	14
Figure-4:	Behavioral goals of communication strategy	17

Section 1: Introduction

1.1 Background

In a developing nation like Bangladesh, the empowerment of women and the promotion of women's entrepreneurship are both top priorities for socioeconomic growth. Nonetheless, Bangladeshi women business owners lag behind in terms of economic involvement, empowerment, and leadership. According to a World Economic Forum research, Bangladesh has the smallest gender gap of all the South Asian nations. Bangladesh has a score of 0.714, placing it 71st out of 146 nations on the Global Gender Gap Index 2022. Hon'ble Prime Minister of Bangladesh has got "Agent of Change Award" by the Global Partnership Forum in 2016 for her outstanding contributions to women empowerment and "Global Leadership Award" in 2018 by Global Summit of Women for her outstanding leadership in advancing women education and women entrepreneurs (GoB, 2020). Joyeeta Foundation, a brainchild of the HPM Sheikh Hasina, is playing a crucial role in the economic empowerment of women through entrepreneurship. In order to inform of the facilities provided by JF as well as market the products and services of the women entrepreneurship, media campaigning is essential. A media campaign can be regarded as a coordinated marketing effort to reinforce or assist with a business goal using one or more media platforms. The media campaigning guideline will be developed under this assignment to achieve the goal.

The Capacity Building of Joyeeta Foundation (CBJF) project is providing financial support for the assignment. The Development Project Proposal (DPP) of the CBJF project arranged the scope for appointing consultant. As a part of the assignment, the Final Report titled "Development of Media Campaigning Guideline for Joyeeta Foundation (PS 8.15.3)" is being submitted.

1.1.1 Significance of the Guideline in Achieving PP2041

The Perspective Plan 2041 (PP2041) is based on two main goals, one of which is that Bangladesh will be a developed nation by 2041, with a per capita income of over USD 12,500 at current rates, and fully integrated into the digital world. According to the Population and Housing Census 2022, number of female (83,347,206) is more than male (81,712,824) in Bangladesh. The target per capita income is never achievable without mainstreaming the women in the development pathway. JF supports in women entrepreneurship. This support shall must include information dissemination of the JF facilities to reach the target women as well as facilitation of their product marketing. The media campaigning guideline considered both the target and prospect of digital platform to guide JF to work on the issue.

1.1.2 Significance of the Guideline in line with JF Requirement

Joyeeta Foundation (JF) is running as a non-profit organization under the Ministry of Women and Children Affairs to promote and encourage women entrepreneur in their business initiatives. It is tasked with creating and fostering specialized markets across the nation that are only used by women entrepreneurs to promote and sell their goods and services.

1.1.2.1 Vision of JF

Building a gender equality-based society through empowering women economically.

1.1.2.2 Mission of JF

Empowering women economically, following a preferential approach towards women, by the ways of (i) developing a dedicated women-friendly marketing network countrywide to be run and managed exclusively by women and (ii) dedicated value chains centering a women-friendly marketing network from rural to urban and from production to marketing through commercially employing women in a different phase of the chain by building their capacity.

1.1.2.3 Brand Objective of JF

The organizational brand objective is 'to reach out to every woman from the last corner of the country' (Hassan, 2023).

The media campaigning guideline is developed considering the vision, mission and brand objective of JF. The approaches used by businesses to inform, convince, and remind customers of the goods and brands they sell are known as marketing communications. Consumers' choices over how and whether to process messages have altered significantly as a result of technology and other factors. The efficiency of electronic mass media has decreased due to the quick spread of multipurpose smart phones, Internet access, and ad-skipping digital video recorders (DVRs). In addition to having additional media options, consumers may choose if and how they want to access commercial material. Advertising is frequently a key component of a marketing communications program in this new communication environment, but it is typically not the only or even the most crucial one for driving sales and developing brand and customer equity. The challenges are taken into account when creating the media campaigning guidelines.

1.2 Objective of the Media Guideline

To guide the media campaigning activities of Joyeeta Foundation emphasizing on the following criteria:

- Keeping in line with the relevant national policies;
- Emphasizing on the need of JF for entrepreneurship development.

Section 2: Methodology

2.1 Scope of Work

For economic empowerment, women need support for entrepreneurship and business development. Entrepreneurs should be assisted for product marketing. As most of them are representative of the grassroots rural women, it is tough for them to develop messages. JF also requires a guideline for their media campaigning to create own brand image. This media campaigning guideline will provide scope for both JF and its women entrepreneurs. The guideline will also support Bangladeshi women to increase market share and achieve the targets under the SDGs and Vision 2041 by economic empowerment.

2.2 Conceptual Construct

The media campaigning guideline is developed considering the following concepts:

2.2.1 MARKETING COMMUNICATIONS MIX

The marketing communications mix consists of eight major modes of communication:

Table-1: Table of Marketing Communication Mix

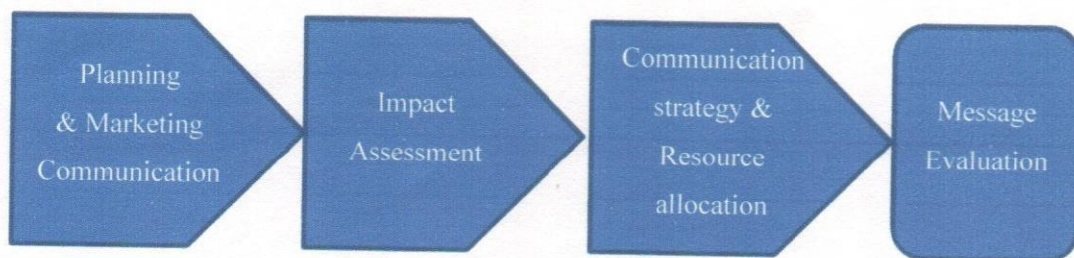
1. Advertising	Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor via print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (audiotape, videodisk, CD-ROM, Web page), and display media (billboards, signs, posters).
2. Sales promotion	A variety of short-term incentives to encourage trial or purchase of a product or service including consumer promotions (such as samples, coupons, and premiums), trade promotions (such as advertising and display allowances), and business and sales force promotions (contests for sales representatives).
3. Events and experiences	Company-sponsored activities and programs designed to create daily or special brand-related interactions with consumers, including sports, arts, entertainment, and cause events as well as less formal activities.
4. Public relations and publicity	A variety of programs directed internally to employees of the company or externally to consumers, other firms, the government, and media to promote or protect a company's image or its individual product communications.

5. Direct marketing	Use of mail, telephone, e-mail, or internet to communicate directly with or solicit response or dialogue from specific customers and prospects.
6. Interactive marketing	Online activities and programs designed to engage customers or prospects and directly or indirectly raise awareness, improve image, or elicit sales of products and services.
7. Word-of-mouth marketing	People-to-people written, oral, or electronic communications that relate to the merits or experiences of purchasing or using products or services.
8. Personal selling	Face-to-face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions, and procuring orders.

2.2.2 MARKETING COMMUNICATION EFFECTS

An audit of all communications that may have occurred between the company and its products and services and customers in the target market serves as the foundation for the planning of marketing communications. For example, someone interested in purchasing a new dress might talk to others, see television ads, read articles, look for information on the Internet, and look at dresses in a store. Marketers must determine which interactions and impressions will have the greatest impact at each stage of the purchasing process in order to adopt the appropriate communications strategies and spend resources effectively. These data enable them to evaluate marketing messages in terms of their capacity to influence experiences and impressions, foster client loyalty and brand equity, and increase sales.

Figure-1: Marketing Communication Effects



2.2.3 Design the Communications

Formulating the communications to achieve the desired response requires solving three problems: what to say (message strategy), how to say it (creative strategy), and who should say it (message source). The guideline is developed to answer the queries.

1. **Message strategy:** In determining message strategy, JF should search for appeals, themes, or ideas that will tie in to the brand positioning and help establish points-of-parity or points-of-difference. Some of these may be related directly to product or service performance (the quality, economy, or value of the brand), whereas others may relate to more extrinsic considerations (the brand as being contemporary, popular, or traditional). Researcher John C. Maloney felt buyers expected one of four types of reward from a product: rational, sensory, social, or ego satisfaction (Engel et al, 2001). Buyers might visualize these rewards from results-of-use experience, product-in-use experience, or incidental-to-use experience. Crossing the four types of rewards with the three types of experience may generate twelve types of messages. This concept supported the media campaigning guideline directly.

2. **Creative strategy:** Communications effectiveness depends on how a message is being expressed, as well as on its content. If a communication is ineffective, it may mean the wrong message was used, or the right one was poorly expressed. Creative strategies are the way marketers translate their messages into a specific communication. The guideline considered the essence of the creative strategy and translate it in the guideline.

3. **Message source:** Messages delivered by attractive or popular sources may achieve higher attention and recall, which is why advertisers often use celebrities as spokesperson. Celebrities are likely to be effective when they are credible or personify a key product attribute. As a stateperson like HPM patronises JF, it is regarded the cosumers as good fits. The three most often identified sources of credibility are expertise, trustworthiness, and likability (Kelman and Hovland, 1953). Expertise is the specialized knowledge the communicator possesses to back the claim. Trustworthiness describes how objective and honest the source is perceived to be. Friends are trusted more than strangers or salespeople. Likability describes the source's attractiveness. The guideline also considered the message source factors.

2.3 Data Collection Tools and Methods

2.3.1 Secondary Data Collection

The Consultant reviewed the following documents in developing the guideline and match with the goal of the GoB and JF:

1. BBS (2022). Population & Housing Census 2022. Preliminary Report. Bangladesh Bureau of Statistics, Statistics and Informatics Division, Ministry of Planning.
2. BBS (2022b). Women and Men in Bangladesh: Facts and Figures 2022. Bangladesh Bureau of Statistics.
3. BBS (2018). Gender Statistics of Bangladesh 2018. Bangladesh Bureau of Statistics

4. Engel, J F, Blackwell, R D and Minard P W (2001). *Consumer Behavior*. 9th edition. Fort Worth, TX: Dryden.
5. GED (2012). *Perspective Plan of Bangladesh 2010-2021: Making Vision 2021 A Reality*. General Economic Division.
6. GED (2020). *8th Five Year Plan July 2020-June 2025: Promoting Prosperity and Fostering Inclusiveness*. General Economic Division.
7. GoB (2020). *Bangladesh Voluntary National Reviews (VNRs) 2020 Accelerated action and transformative pathways: realizing the decade of action and delivery for sustainable development*.
8. Hassan, M A (2023). *Creating Joyeeta's Brand Strategy: Essentials for Long-term Success*. Joyeeta Foundation.
9. Joyeeta Foundation (2022). *Annual Report 2021-22*.
10. Joyeeta Foundation (2021). *Annual Report 2020-21*.
11. Kelman, H C and Hovland C I (1953). "Reinstatement of the Communication in Delayed Measurement of Opinion Change," *Journal of Abnormal and Social Psychology* 48 (July 1953), pp. 327-35.
12. Ministry of Women and Children Affairs (2011). *National Women Development Policy, 2011*.
13. Thomas, J P (2009). *Media Management Manual. A Handbook for Television and Radio Practitioners in COuntries-in-transition*.
14. Varun, M A R, Lekshmi, R S (2016). *Small Business and Social Media Marketing*. *International Journal of Management and Social Science Research Review*. Vol-1, Issue-29. pp 150-156.
15. Wirtz, B W (2011). *Media and Internet Management*. Gabler Verlag.

2.3.2 Primary Data Collection and Analysis

To supplement, complement, and validate the findings from the secondary review or literature review (LR), the assessment will collect primary information using qualitative data collection tools like Key Informant Interviews (KII) and In-Depth Interviews (IDIs) as and when required. The IDIs and FGDs are used to gather necessary primary information, from the sub-national level. In contrast, the assessment used the KIIs to collect information from the national level. The Consultant cover the concerned persons in MoWCA, JF and related business outlets for primary data collection at the national level. It also considered the views of the IWEs and WEAs. Recent advertisements, media campaigning practices are also analyzed in line with the national media policy using observation technique.

Section 3: Media and Organizational Campaigning Analysis

3.1 Media Analysis

In order to select media for campaigning, an idea on different media available in Bangladesh is required. This analysis gives a glimpse on the findings.

3.1.1 The Mediascape

As far as the media system is concerned, transformations in different media have occurred in its structure, content, consumption, availability and profusion (Shoosmith and Genilo, 2013). This can be easily recognized from Table-2.

Table-2: Bangladeshi media at a glance

No. of daily newspaper	292 (2010)	571 (2022)
No. of weeklies (2022)	125 (2010)	92 (2022)
No. of private satellite television channels	23 (2010)	23 (2016)
No. of GoB owned television channels	2 (2010)	4 (2022)
No. of private FM radio stations	4 (2010)	13 (2016)
No. of community radio stations	14 (2010)	15 (2016)
No. of GoB owned radio stations	1 with 12 regional stations (2010)	1 with 14 regional stations (2023)
No. of mobile phone subscribers	98.593 mil. (Feb 2013)	182.61 mil. (Feb 2023)
Internet density (source: BTRC)	30.39 mil. (Feb 2013)	125.00 mil. (Feb 2023)

[Source: MoI, 2022; BTRC, 2023]

While audiences across demographics show a significant preference for TV, there are distinct differences between genders—with women predominantly turning to TV for their news and information needs while men are increasingly using digital sources as destinations for seeking information (USAID, 2022). Preference of female can be identified from the data given in Table-3.

Table-3: Females' Preferences for Information

Media	First Mention	Other Mentions	Total mentions
Television	58.7%	19.8%	78.5%
Internet	23.6%	25.7%	49.3%
Facebook/ Social media	6.5%	19.9%	26.4%
Newspaper & magazines	1.8%	12.7%	14.5
Radio	1.7%	12.3%	14.0%

(USAID, 2022)

3.1.2 Print Media

According to MoI, there are 571 enlisted daily newspaper in Bangladesh. Based on circulation, the top 10 Daily newspapers are given in Table-4.

Table-4: Daily circulation of top-ten Bangla and English newspapers in Bangladesh

Bangla Newspaper	Daily circulation	English Newspaper	Daily Circulation
01. Bangladesh Protidin	5,21,211	01. The Daily Star	29,450
02. Prothom Alo	3,21,841	02. The Financial Express	22,500
03. Zugantor	2,90,250	03. The Daily Sun	22,000
04. Amader Somoi	2,90,200	04. The Daily Observer	22,000
05. Ittefaq	2,90,200	05. The Dhaka Tribune	22,000
06. Janokantho	2,90,200	06. The Daily Bangladesh Post	20,000
07. Kaler Kantho	2,01,100	07. The Asian Age	18,500
08. Songbad	2,01,100	08. The Business Standard	18,500
09. Kalbela	2,01,100	09. The Daily New Age	17,500
10. Bhorer Kagoj	1,61,160	10. The New Nation	17,500

[Source: MoI (2022)]

The circulation of print media needs to be considered while selecting newspaper for campaigning.

3.1.3 Television Media

Consumer awareness of new goods, services, concepts, and endeavors is ensured by television. It improves the standing of already established brands and gives consumers confidence in their selections. According to the National Media Survey 2021, of the 15 years old and above persons in the country, 83.6% regularly watch television.

Reach: The gathered global data (Global TV, 2017) shows that television has a daily reach of almost 70% of the population. According to USSAID (2022), top three TV stations rated by female audience based on seven-day reach is given in Table-5.

Table-5: Seven-day reach of female audience

Somoy TV	35.7%
Channel I	27.5%
Bangladesh Television	27.1%

Popularity: The most watched video in the world is television in all of its forms. According to the data (Global TV, 2017), 90% of the average viewer's video time is spent watching TV. It accounts for about 73% of the total video time spent by the younger millennial audience, who are the most ardent experimenters with all types of videos.

The potent combination of this reach and the enormous amount of TV viewing time is what makes TV such a potent type of advertising. Not that much data on reach and popularity of TV channels is available. JF shall consider reach and popularity in selecting TV channels for campaigning. To reach the women entrepreneurs, nationwide reach of BTV and availability of advertising at 50% rate.

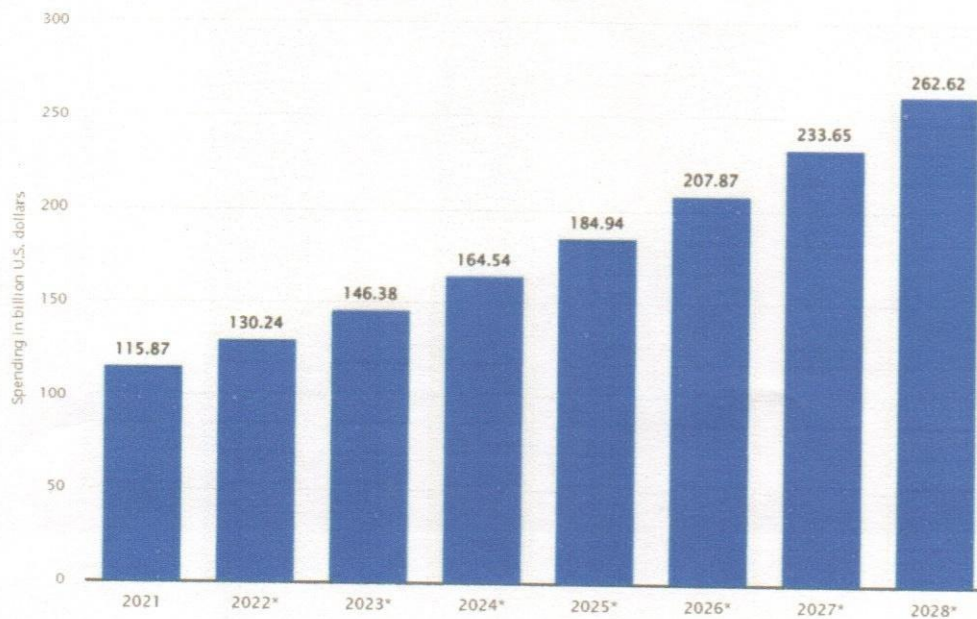
3.1.4 Radio Media

According to the National Media Survey 2021 (Kantar, 2021), 13% listen to the radio. National Media Survey (NMS 2021), done sampling male and female of 15+ years, shows a decline in terms of radio listenership. Bangladesh Betar has 14 regional stations that broadcast 497 hours of transmission daily using 36 FM and 16 AM transmitter. It has the capacity of 100% geographical reach in Bangladesh (BB, 2023). This scope can be utilized to reach the women living in the country side.

3.1.5 Online Media and social media

The worldwide projection indicates that spending on social media advertising is increasing throughout the world (Figure-2, Statistica, 2023). JF should utilize the trend to reach larger number of target people.

Figure-2: Social Media Advertising Spending (in billion USD) Projection



[Statistica, 2023]

The latest census data of 2022 (BBS, 2022) shows that while 46.53 percent of men aged 18 and above are using the Internet, only 28 percent of women of the same age are using it. While 87 percent of men in the country use mobile phones, 59 percent of women are availing the opportunity.

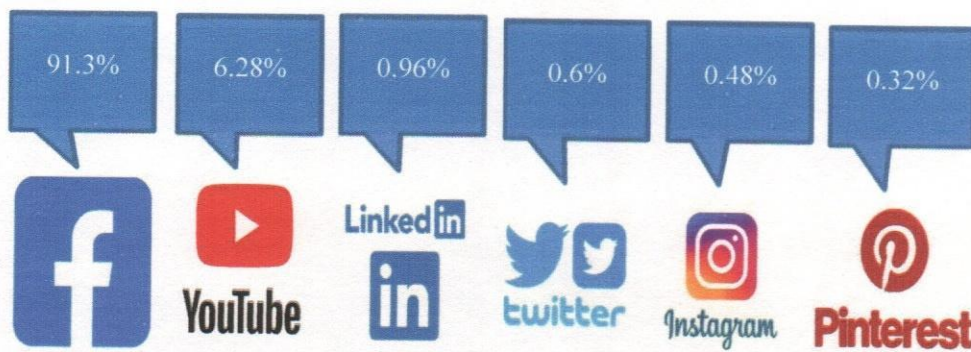
Table-6: Distribution of internet and mobile phone users in Bangladesh (in %)

User	18 years and above population (≥18 years)		
	Male	Female	Total
Mobile phone users	86.72	58.83	72.31
Internet users	46.53	28.09	37.01

(Source: BBS, 2022)

Bangladesh has 44.70 million social media users in January 2023, equating to 26.0% of the total population (datareportal, 2023). The social media stats of Bangladesh in February 2023 shows that facebook users are in the top list with a few percentages of other social media (Figure-3).

Figure-3: Social media stats of Bangladesh, February 2023



(Statscounter, 2023)

Social media enables small businesses to overcome the challenges of limited budget, lack of expertise, and positioning against larger competitors. JF can utilize these data while selecting social media for campaigning.

3.2 Organizational Campaigning Analysis

Based on the eight major modes of communication under the marketing communications mix, the analysis of JF campaigning (July 2021-February 2023) is given below:

1. **Advertising:** JF advertised in the form of scroll at different television channels and campaign on its discount on products during JF anniversary. It also advertised in the newspaper to inform of the training and loan facilities. In Rapa Plaza of Dhanmondi, JF has a billboard outside to campaign on the products and services of the IWEs/WEAs. It also has kiosk and TV screen within the Joyeeta outlet. JF also go for Online Video Commercial (OVC) for campaigning on its products.
2. **Sales promotion:** JF uses its announcement booth to promote sales in the Joyeeta outlet. It has announced lucky coupon draw with 1st prize of scooty and several other gifts for purchasing products of BDT 1000 or more.
3. **Events and experiences:** JF participates in different fair trade to sale products of the women entrepreneurs. It has participated in trade fair, SME fair and some other fairs all the year round. It also arranged e-joyeeta fair and Anniversary fair to promote its products. JF acted as media partner in one film festival. It also made media partnership with Channel-I. Channel-I broadcast the entrepreneurship related activities of JF during its 11th year anniversary.
4. **Public relations and publicity:** For publicity, JF has created Joyeeta Youtube channel. But it is not active all the year round.
5. **Direct marketing:** JF uses Internet to communicate directly with specific customers. It is vibrant in facebook and e-joyeeta pages. It also uses facebook live and boosted post for direct marketing. In order to inform of the membership activities of JF, JF has identified the mobile phone number of the potential women entrepreneurs countrywide and sent them SMS directly.
6. **Interactive marketing:** JF uses promoted post for promoting products of Rapa Plaza outlet and inform of events like fair etc. to Facebook users. It also arranges photoshoot for the products and demonstrates during the eid festival.
7. **Word-of-mouth marketing:** JF has not yet organized any events for word-of-mouth marketing. Only electronic communication is using bulk SMS to the target entrepreneurs. But no such marketing done to the customers for sharing experiences of purchasing or using products or services.
8. **Personal selling:** Face-to-face interaction with one or more prospective purchasers is absent in JF outlet at Rapa Plaza, Dhanmondi.

Section 4: Media Campaigning Guideline for JF

4.1 Preamble

The empowerment of women and the promotion of women's entrepreneurship are both top priorities for socioeconomic growth of Bangladesh. Therefore, the media campaign of JF need to be a planned marketing endeavor that utilizes one or more media platforms to support its business goal. The media campaigning guideline is given to accomplish the goal of Joyeeta Foundation.

4.2 Definitions

For this particular guideline, the following definitions and explanations shall be considered:

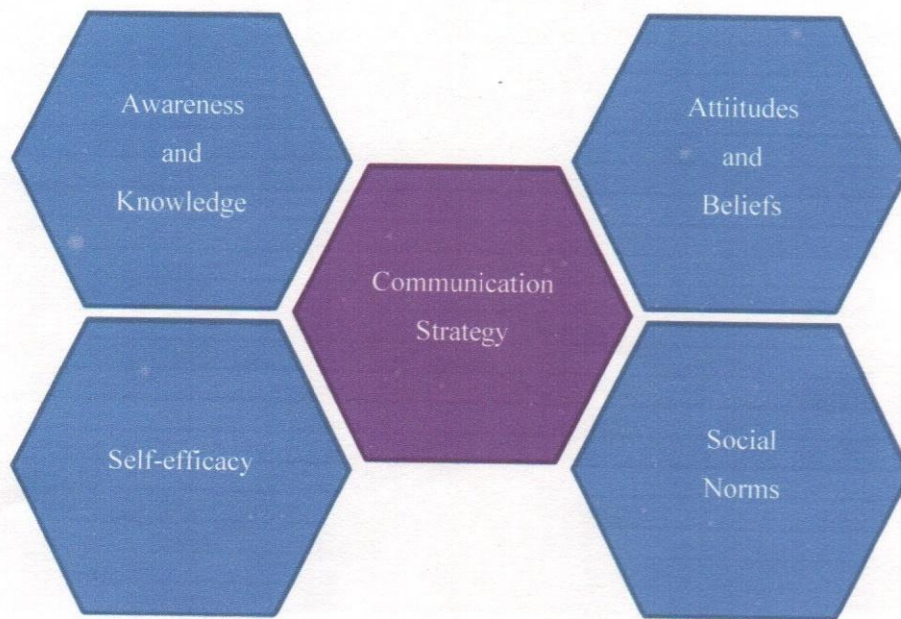
- a) **Boosted posts:** A boosted post, is a post one makes on her social media page - like an image, video, text etc. with money put behind it. With this type of advertising, she is essentially paying Facebook to deliver her post to a wider audience than it would normally.
- b) **Individual Woman Entrepreneur (IWE):** An individual woman who run a business by herself as head of the entrepreneurship.
- c) **Media:** Media are the communication outlets or tools used to store and deliver information or data. The term refers to components of the mass media communications industry, such as print media, electronic media, the news media, photography, cinema, broadcasting, digital or online media, and advertising.
- d) **Message:** Message is the information that is communicated. It is the verbal and nonverbal form of the idea, thought, or feeling that one person (the source) wishes to communicate to another person or group of persons (the receivers).
- e) **Product:** Product refers to the final product(s) which is approved by the higher authority of Joyeeta Foundation to display at its any outlet for selling directly to the customers without any further transformation or modification.
- f) **Promoted Post:** A promoted post is a post created specifically for the purpose of promoting to Facebook users. It will show up in users' news feeds like any other post, but it won't show up on the business page of JF.
- g) **Service:** Service is the nontangible item. Most products have an element of service in them. For example, when purchasing a product like a dress, service is engaged when an employee sells it and hands it over to the customer. Service may also be action that is performed such as providing day care or hairdressing.
- h) **Women Entrepreneurs (WE):** Women entrepreneurs are those women who are directly involved in the production, processing, or manufacture of products or services using local resources and their own technical skills and have control over the operational and financial management of the enterprise themselves.

- i) **Women Entrepreneur Association (WEA):** When any business is run by a group of women, it's called a Women Entrepreneur Association (WEA).
- j) **National Broadcasting Policy:** National Broadcasting Policy 2014 gazzetted on 06 August 2014.

4.3 Communication Goal Setting

For promoting women entrepreneurship, the goal of the communication interventions of JF would be to bring about behavioral changes in choosing between work and entrepreneurship or between remaining idle and entrepreneurship. Understanding that any and all knowledge directed at women entrepreneurs will become part of praxis, the goal is for the dialectic between know-how and action to result in women entrepreneurship related activities. The difficulty lies in crossing the barrier from family and community to practical knowledge of business. The different messages would be aimed towards leading to one or more of the following behavioral goals (Figure-4), in no particular order:

Figure-4: Behavioral goals of communication strategy



4.3.1. Awareness and Knowledge

FGD with the prospective entrepreneurs revealed that majority of them are unaware of the channels and procedures for engaging with JF for entrepreneurship related services. Therefore, the first step of the communication interventions is to inform the target group. Before people.

4.3.2. Attitudes and beliefs

Once the awareness among the target groups has been increased, women entrepreneurs will be heightened to register as members of JF. The communication interventions will work towards channeling change in attitudes and beliefs. For example, once women entrepreneurs are aware about the training and selling facilities, they will be influenced to avoid middlemen in the course of its business.

4.3.3 Self-efficacy

Communication campaigns need to motivate target groups to feel assured about their own capabilities so that they seek accurate and relevant information. For example, if a potential rural women kantha artists would know information about ongoing design and colour trends, she would be more empowered and capable to develop product fulfilling market demand.

4.3.4 Social Norms

This would be contributing to changing the thought processes of people with regards to women entrepreneurship. For example, if social norms is positive towards women participation in business, it would contribute towards empowerment of women. This will need to use uthan-boithok and community radio to tie in with community-based message targeting.

4.4 SMART Communication Objective Setting

Communication campaigns need to have objectives contributing to the selected goals and the objectives need to be SMART. Here, SMART refers to Specific, Measurable, Attainable, Result-focused and Time-specific.

4.4.1 Specific

The communications objective needs to be specific rather than vague or generalized. It is important to specify what exactly is expected, why it is important, who are the stakeholders involved and the expected impact.

4.4.2 Measurable

The objective need to specify concrete criteria for measuring progress toward the achievement of the goal. This can be in terms of setting target dates or expected reach through the interventions.

4.4.3 Attainable

This criterion relates to the importance of making the communication objectives achievable. If the objectives set are attainable, the related stakeholders can look towards contributing their efforts to achieve them. The communications strategy should set goals that are not too easily reached, nor too difficult to realize.

4.4.4 Result-focused

This criterion stresses on making the objective concrete and relevant, especially specifying the result that it wishes to achieve.

4.4.5 Time-related

The objective needs to include a timetable of when the result(s) can be achieved. A time-bound goal is intended to establish a sense of urgency and create a shared understanding by the related stakeholders on what needs to be achieved within the timeframe.

4.5 Media Campaigning Guideline

Typically, marketing campaigns aim at reaching the consumers in a variety of ways through a combination of media, including but not limited to email marketing, print advertising, television or radio advertising, pay-per-click, social media marketing, e-marketing, and so on. The campaign strategy for raising the number of female entrepreneurs shall be directed to not just potential candidates but to their families and communities as well as these make up a large part of the barrier to increased feminization of business.

JF shall follow the media campaigning guideline as below:

1. Identify a target audience

Identifying target audience can help JF tailor its advertising strategy to customers whose engagement has the best chance of converting to a sale. Using JF's existing customer data to identify trends such as age, gender, location, hobbies, income or marital status shall be emphasized. Thereafter, JF shall focus on communicating with that group specifically.

2. Evaluate JF existing brand

JF shall look at its existing marketing strategy, brand reputation and review website design of e-joyeeta, social media presence, and current advertisements to identify the areas need to be changed.

3. Set JF goals

JF shall set its goal and then target the areas for advertising. These goals will be the metrics by which JF measures the success of the campaign. For example, JF may look for ways to increase number of viewers of e-joyeeta by a certain percentage or grow sales of its Dhaka outlet by a specific amount of money within three months of starting the media campaign.

4. Bring in professionals

Once goals are set, JF shall consider the actions needed to craft the ads to encourage customers' behaviors. For crafting the advertisements, JF shall hire skilled professionals like photographers, videographers, digital editors and website designers. Providing high-quality advertisements shall convey a sense of professionalism and attract more customers.

5. Time and place your ads correctly

JF shall think about the best time and place to display its ads to optimize views, such as placing billboards near or in shopping malls a few weeks before any festival starts. JF can also create radio ads to play during the days before a fair. Ads for eid dresses and iftar will probably reach potential customers using x-banners.

6. Invest to grow JF reach

- 1) There are many ways to increase JF customer base by investing in paid programming, such as pay-per-click advertising. For example, customers looking for craft items search the web or find your product through social media ads in their feed and purchase from JF store or e-joyeeta.
- 2) JF shall also try less expensive options like organic search engine optimization, attending networking events, asking JF customers to share their experience on social media and distributing print media like flyers and cards.

7. Electronic Media Preference

- 1) Selection of appropriate media is an important issue in the field of promotion and advertisement. Choosing the right medium to reach the target population accurately to be determined. In the case of radio, TV, movies, newspapers, billboards, leaflets, social media, etc., the choice of content, format, and even advertising agency is closely related to the choice of media.
- 2) It is important to take into account the easy access of various media, preferences of the target population.
- 3) Advertising costs, immediateness are also need to be considered.
- 4) As television remains the most accessible media to women, it shall be used to promote positive social norms (e.g. drama serials promoting women empowerment through entrepreneurship and others). Scroll on training and other events of JF shall be given in different TV channels. News and reporting shall be encouraged on JF events and trade fair.
- 5) Docudrama can be done to promote messages through radio spots in the regional stations of Bangladesh Betar. Selected national/community radios can simultaneously play a program in which participants discuss the benefits of membership in JF.

8. Enhance Social Media Ads

- 1) JF shall continue to boost its advertisements' reach on social media by investing in paid promotions with clear calls to action.

- 2) Depending on what JF wants to advertise, it can post a single static image, a series of changing images or video clips.
- 3) JF social media ad can link directly to a landing page to make it easier for potential customers to act, such as making a purchase or signing up for an email list.

9. Evaluate Ads' success

- 1) Part of designing an effective advertising strategy is evaluating which ads can best meet the defined goals, however, methods of measuring effectiveness will vary.
- 2) JF shall include analytics like click-through rates, recall testing to see if customers remember seeing your advertisement, A/B testing to see which ads customers respond more strongly to and longitudinal studies to compare ad spending with revenue throughout the life of a campaign.
- 3) JF can test out an advertising strategy on a small subset of its potential customers and evaluate its effectiveness before distributing it more widely.

10. Framing Ads in Different Ways

Try framing your ads to garner attention and to maximize views, by focusing on JF target customer, current brand reputation and goals. JF shall design its ads to be emotional, inspire ownership or appeal to social norms or a sense of play. For example, JF can collaborate with an inspirational woman speaker to highlight entrepreneurship concerns and solutions.

11. Content Marketing

Content marketing is advertising where JF can create helpful content to educate or entertain its potential customers through mediums such as blogs, podcasts or videos. Content marketing gives customers a reason to return to JF page or profile regularly. JF shall combine content marketing with email marketing by asking people to register for updates about JF latest products and services.

12. Prioritize Advertising

JF shall proactively set aside a budget for data collection and analysis, advertisement design, testing and distribution. JF advertising strategy shall be dynamic and specific in order to reach its target audience.

13. Creating Right Message

- 1) A well-told story is unforgettable, it translates to people caring about JF brand, which inspires loyalty and helps with recall. Story motivates consumers. JF shall create

message that evokes emotion and action. The campaign can stress the benefits of entrepreneurship, particularly those of a financial nature.

- 2) To alleviate women's concerns and fears on risk of business, they can be exposed to women entrepreneurs' success stories. This might help in encouraging potential female entrepreneurs.
- 3) The message shall promote convincing examples of female business that may work as their benchmark.
- 4) Steps can be taken by campaigning the scope of training in JF to improve the skill level of potential women entrepreneurs.

14. Language

- 1) Given the target women's rural presence and their level of education, it is important that the communication interventions are presented in a simple, easy-to understand manner.
- 2) Language is an important factor in communicating with the target population or reaching them in an easily understandable manner.
- 3) Within the country, It is reasonable to use Bangla for campaigning. However, the standard Bangla form must be used. English language can be chosen for international environment like export marketing in international fair.

15. Other Considerations

- 1) National Women Development Policy, 2011 and National Children Policy-2011 along with other relevant laws and baby supplementary food and its use tools (Marketing Regulation Act, 2013) should be followed in advertising.
- 2) Laws and regulations issued by the Ministry of Information and Broadcasting of the Government of the People's Republic of Bangladesh from time to time must be followed.
- 3) Advertisements must be published following copyright laws.
- 4) Consumer right shall be addressed properly in campaigning.
- 5) In the field of dissemination of information and advertisement, JF shall be consistent with the prevailing laws, customs, traditions and culture of the country.
- 6) Unnecessary and glaring presentation of women in advertisements without appropriate relevance shall be avoided. Participating models should dress modestly.
- 7) The audio of the advertisement shall be of good quality and respectful and the advertisement shall avoid dirty and sour words, dialogue and profanity.

Section 5: Conclusion

A media campaign can be regarded as a coordinated marketing effort to reinforce or assist with a business goal using one or more media platforms. JF supports in women entrepreneurship must include information dissemination of the JF facilities to reach the target women as well as facilitation of their product marketing. The media campaigning guideline is developed considering the vision, mission and brand objective of JF. The report provided key informations on different media available in Bangladesh to ease the media selection process. Media in terms of usage, female preference, circulation, online media trends are given in the analysis part. The common practices of JF is also analyzed to find out the gap. Based on the findings, the media campaigning guideline for JF is developed. The guideline started with way to communication goal setting and SMART communication objectives setting. It has given step by step direction to consider all the aspects of media campaigning to reach the target group and achieve the goals of Joyeeta Foundation. An action plan based on the guideline may further add value to this campaigning activities in the long run.

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