



Mobil Launched 'Mobil Ektai' campaign to create awareness



SCAN TO
DOWNLOAD



Mobil Bangladesh App

Mobil hosts Kart
Racing Championship 2018

Message from the
Chief Executive Officer



M. Mukul Hossain



Half Yearly Newsletter of MJL Bangladesh Limited

In this edition

| | |
|---|----|
| Mobil launched 'Mobil Ektai' campaign to create awareness | 02 |
| Mobil hosts Kart Racing Championship 2018 | 03 |
| Performance Recognition Award | 03 |
| Road Shows and Customer Clinic Programs | 04 |
| Lube Survey | 05 |
| Closing & Award Ceremony of LCC and RSPP Program 2018 | 05 |
| MCO LCC Used Can Redemption Program Awarding 2018 | 06 |
| Lube Change Center Activation | 06 |
| New agreement signing | 07 |
| Winter cloth distribution | 07 |

Advisory Committee

Tanjil Chowdhury
Director

M. Mukul Hossain
Chief Executive Officer

Shafquat Mahamud Fahmi
Chief Technology Officer

Editorial Committee

Syed Ghulam Dastagir
Head of Brands & Market Communications

Effat Ara Kabir
Assistant Manager - Market Communications

MJL Bangladesh Limited (MJLBL) celebrates another year of excellence and prominence in the automobile industry with the successful growth in the business in 2018. This year we also launched an important awareness building ATL campaign called 'Mobil Ektai' which was a major disruptive communication in the industry that created a steer among the consumers. The objective of the campaign was to let people know that not all lubricating oils are Mobil, only Mobil is the real Mobil.

Racing has been in the core DNA of Mobil. To be part of that global DNA, we were involved in the racing scene of Bangladesh. We hosted the first Mobil Kart Racing Championship by inviting 160 amateur racers to compete for the prestigious Mobil Championship Trophy at Xtreme Racing track in Fantasy Kingdom, Ashulia, Dhaka. This vibrant event was covered and witnessed by hundreds of people through a period of three weeks.

We also executed our Lube Change Center (LCC) engagement programs in different workshops and Retailer Sales Promotion Program (RSPP) to boost up our sales among the trade partners and retailers. Other notable programs like the Motorcycle Oil (MCO) LCC's 'Used Can Redemption Program' was executed to stop and discourage the selling of used cans of motorcycle oil and reduce counterfeits.

Mobil is not only focused on delivering the best products and services to our customers. Our company also believe in contributing to society and therefore MJLBL generously distributed winter clothes among the poor in the North Bengal region of Bangladesh.

In conclusion, our company is extremely proud of the direction we are taking and we hope our efforts continue to make an impact in the market through our high-quality products and lubrication solutions.

Did you know?



The cost of an oil change for a Bugatti Veyron is USD 20,000 to USD 25,000 according to Royalty Exotic Cars.

Source: <https://www.cnbc.com/2018/09/18/a-bugatti-hypercars-oil-change-costs-as-much-as-buying-another-car.html>

Mobil launched 'Mobil Ekta' campaign to create awareness

Mobil lubricants have been available in Bangladesh for decades. In 1998, Mobil Corporation, USA came to Bangladesh directly to market the Mobil brand in Bangladesh. Since then, Mobil has seen its usage and popularity go up in Bangladesh. Today, Mobil is the most trusted lubricant brand and a household name and also has become a generic/category name for lubricants or engine oils due to its strong market presence and legacy. Amazingly, that brand became so strong that even when a customer was buying a different XYZ brand, they were communicating it as XYZ Mobil. Even though this shows how strong the brand is, it also has its drawbacks. As part of a strategic marketing initiative, MJLBL launched the 'Mobil Ekta' ATL campaign to create an important awareness among the consumers. The objective of the campaign was to let people know that not all lubricants are Mobil, only Mobil is the real Mobil. This was the core message which was communicated in TVC, Radio, News Papers and Social Media. The TVC also introduced the new online sales initiative of Mobil. The campaign was able to reach more than 8 million people in a span of 3 months.

The ultimate goal of the campaign was to make consumers recognize the Mobil logo when they are purchasing a Mobil can. One should know that when they want a Mobil lubricant then they should buy a Mobil lubricant, rather than ending up with a different branded lubricant. This campaign was a classic case of brand superiority and dilemma of category name ownership, and how to cater it. The success of the campaign will heavily depend on the frequency and reach of the campaign to the right target audience. The TVC was well recalled and recognised by different customers and stakeholders.



MJL Bangladesh Limited

সব ব্র্যান্ডের লুব্রিকেন্ট Mobil™ না
সঠিক Mobil™-এ Mobil™ মারকা থাকে

সবসময় Mobil™ মারকা দেখে কিনুন

Mobil

এখন অনলাইন-এ Mobil™ কিনুন

Mobil Bangladesh App
GET IT ON Google Play | Download on the App Store

mobilbd.com | f/MobilBangladesh | 09 678 66 77 88

Glimpses of 'Mobil Ekta' campaign

Mobil hosts Kart Racing Championship 2018

MJL Bangladesh Limited hosted the first Mobil Kart Racing Championship during 1-14 September, 2018. It was organized by Xtreme Racing of Concord Entertainment Limited at Fantasy Kingdom, Ashulia, Dhaka.

Mobil Kart Racing Championship catered more than 300 racers from different parts of Bangladesh at Xtreme Race track of Concord Entertainment Co. Limited's Fantasy Kingdom Complex. Several rounds of Mobil Kart Racing Championship witnessed race enthusiasts coming together inside one venue trying to showcase their racing skills by battling each other on the best average lap timing. Shaker Bin Suleiman won the Mobil Championship Trophy with the best average lap timing of 25.325s as Ishmam Faizur became the first runner-up and Ishtiaque Rahman clinched the third spot in the Championship. The winners received some beautiful trophies, prize money along with four litre Mobil 1 cans.

With such exhibition of talents Mobil Kart Racing Championship seemed like the automotive sports platform which this country needed. International racers Tom Goh and Angeline Lee, came from Malaysia to be part of this racing event. Xtreme Racing- Go Kart being the only organized racing scene in Bangladesh has a lot to offer the country in terms of automotive sports development. This Championship saw some extremely talented rookie racers on the circuit. The organizers believe that if these raw talents are nurtured, Bangladesh can produce some good international racers in the future.



Glimpses of Mobil Kart Racing Championship

Performance Recognition Award

Mr. Mohammad Mosfequn Kaisar, Assistant Manager-FM, S&M, received the prestigious 'Performance Recognition Award 2018' in the DFMC (Distributor Field Marketing Coordinator) category out of 15 participating FDSM (Fully Distributor Served Market) for his lead coordination in Product launch(Mobil Delvac Super 1400) with road show programs, bus-truck terminal activations and consumer offer coordinated by S&M and Field Marketing Team.

Mr. Md. Shahriar Shahadat Bulbul, Manager- Sales & Marketing, MJL Bangladesh Limited, was also among the 15 winners of the award in the 'Distributor Sales Representative Category'.



Mr. Mohammad Mosfequn Kaisar, Assistant Manager-Field Marketing is receiving the Performance Recognition Award 2018 from ExxonMobil officials in Singapore, September 2018



Mr. Md. Shahriar Shahadat Bulbul, Manager- Sales & Marketing is receiving award under 'Distributor Sales Representative Category' from the representatives of ExxonMobil

Road Shows and Customer Clinic Programs

Each year, MJL Bangladesh Limited (MJLBL) arranges Road Shows, Customer Clinics, Lube Clinics and Technical Seminars in order to strengthen their relationship with the channel partners (dealers, distributors, wholesalers, etc.). It helps them to know each other better and collaboratively enhance the brand engagement and boost product orders. The programs are usually conducted by the senior Sales & Marketing officials of MJLBL, where they share comprehensive presentations to promote various aspects of MJLBL products to the audiences, followed by a question/answer session.



Mr. Md. Ahsan Kabir, DGM-Head of Marketing is conducting a presentation session with the participants in a Road Show Program in Mymensingh



Mr. AKM Monjurul Karim, Assistant Manager-S&M were present with the participants at a Road Show Program in Dhaka



Mr. Zayeed Bin Iftekhar, Senior Executive-S&M is conducting a presentation session with the participants in a Road Show Program in Chattogram



Mr. Sheikh Ashiqur Rahman, Manager-IL is seen with the participants in a Customer Clinic Program with Apex Footwear Ltd.



Mr. Sheikh Ashiqur Rahman, Manager-IL is conducting a Customer Clinic Program with Faar Ceramics Ltd.



Mr. Md. Hasan Uddin, Manager-S&M is seen conducting a road show program

Lube Survey

As part of value selling, MJLBL conducts a Lube Survey on its customers every year. After the survey findings, MJLBL provides a lube recommendation chart based on the requirement of the OEM. The Lube Survey also enables MJLBL to provide solutions to lubricant-related problems to the customers. Thus the customers are ensured of the right oil, right place and right time to enhance the machine performance.



Mr. Sheikh Ashiqur Rahman, Manager-S&M, IL is seen conducting multiple lube surveys with Epyllion Fabrics Ltd. and Apex Footwear Ltd.

Closing & Award Ceremony of LCC and RSPP Program 2018

To encourage the technicians of Lube Change Centers (LCC) and Workshops to use and recommend Mobil products to the customers, MJLBL has been organizing the LCC Trade-Channel Boosting Program for the last few years. MJLBL has received good response from these programs. MJLBL also organizes the Retailer Sales Promotion Program (RSPP) to accelerate their retail sales. A lot of workshop technicians and retailers have been awarded for their achievements under these programs so far.



Mr. Wahiduzzaman, AGM-S&M is awarding the achievers of RSPP Program



Mr. Md. Azimul Islam, Officer-S&M is awarding the achievers of RSPP Program



Mr. Md. Zayed Bin Iftekhar, Sr. Executive-S&M is awarding the achievers of RSPP Program



Mr. Ahmed Sheper Khan Chowdhury, AGM-S&M is seen awarding the achievers

MCO LCC Used Can Redemption Program Awarding 2018

This program was launched in 1 April 2018 in 390 Motorcycle Lube Change Centers (LCC) across the country in order to discourage and reduce the usage or selling of used cans of motorcycle oil which in turn leads to the counterfeit of the same. The Field Marketing Team of MJLBL has successfully organized this program once a year since 2016 and received positive responses and appreciation from both the channel partners and consumers.



Mr. Md. Abidur Rahman Khan, Senior Executive-Field Marketing is seen awarding the achievers



Mr. Ashiq Chowdhury, Officer-S&M is seen awarding the achievers



Mr. Mahmud Hasan Ahmed, Senior Executive-Field Marketing is seen awarding the achievers



Mr. Rana Naveed Hossain, Officer-S&M is seen awarding the achievers

Lube Change Center Activation

The mechanics of Lube Change Centers (LCC) play a vital role in the purchase decision making process of lubricants. Hence, MJL Bangladesh Limited regularly conducts programs with the renowned LCCs throughout the country. Over the years, LCC Mechanics Awareness Program has become one of the most successful programs in the lubricant industry.



Mr. Mahmud Hasan Ahamed and Mr. Abidur Rahman, Sr. Executive-FM, S&M are seen with the participants of LCC Mechanics Awareness Program in Dhaka territories

New agreement signing

MJL Bangladesh Limited signed Agreement with China Energy Engineering Group, Techno Tone Ltd. and Baraka Shikalbaha Power Ltd. to provide lube solutions.



Md. Shahin Alom, DGM, MJLBL and M. Aminul Haque, Managing Director, Techno Tone Limited are seen in agreement signing ceremony between MJLBL and Techno Tone Limited



Md. Shahin Alom, DGM, MJLBL & Mr. Sun, Project Manager, NEPC are seen in agreement signing ceremony between MJLBL and NEPC International Limited



Md. Shahin Alom, DGM, MJLBL and Mr. Monwar Hossain, CFO, Baraka Group are seen in agreement signing ceremony between MJLBL and Baraka Shikalbaha Power Limited

Winter cloth distribution

MJL Bangladesh Limited distributed winter clothes among the poor in North Bengal.



Mr. Md. Wahiduzzaman, AGM-S&M along with higher officials of Gaibandha Police are seen in the distribution of winter clothes to the poor



Mr. Md. Ahsan Kabir, DGM-Head of Marketing of MJLBL and Mr. Md. Wahiduzzaman, AGM-S&M are seen in the distribution of winter clothes to the poor



Mr. Md. Wahiduzzaman, AGM-S&M is seen in the distribution of winter clothes to the poor

