

Blogging to communicate

BT Group

TITLE : MARKETING FUNDAMENTALS

MODULE CODE : LCBB4004

Lecture name : Ze Zook

<https://bloggingtocommunicate.home.blog/>

Group Report

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Blog 1- Re-branding BT Group in different sectors

The BT Group has been in telecommunication business for over five decades. However, in recent years, the company has rebranded its position in the market in order to highlight that they offer a wide range of technology services besides telecoms and broadband. Initially BT Group founded in 1969 used to provide phone lines to households. Since, then it has branched out into broadband, mobile, subscription television as well as other specialist IT services.

The new brand strategy by the company is to increase and create the awareness of the public about the company's more all-inclusive services like digital skills programmes, contribution to global cyber security and others. The rebranding of the company also draws attention to what BT Group is doing in terms of equality, sustainability and environment. The company claims to use 100% renewable electricity by 2020, while lowering the gender pay gap by 6% compared to average of 9.6% in the UK (Curwen and Whalley, 2016).

It is the London based studio called Red&White that gave BT Group a new identity to increase the awareness about its wide range of tech services. The studio helped the brand to generate more confidence to tell people about its tech brands apart from the usual telecom brands.

The rebranding of the company also led to some changes in the logo. The old blue "BT" logotype with a multi-coloured globe symbol is replaced by a simple "BT" set within a roundel. The creative director of Red&White suggests that the 'global image' of the company was a bit outdated and needed a modern touch to highlight the brand logo.

Apart from the new logo, the rebranding of BT Group also incorporates icons as well as two styles of illustration (Smalley, *et al.*, 2015). One of the illustrations were more "emotive" while the other was more "practical and informative". The studio also used the existing typeface of BT and its font different weights across the copy.

The new identity of the BT has been used across its four main sub-brands like BT TV, BT Sport, BT Redcare and BT Wholesale. These brands cover most of the business of BT Groups such as TV subscription, sport channels, home security services like internet services, fire detection services and others. Even after rebranding, all four sub-brands of BT use the same logo for their business purposes.

Previously there were a lot of different logos for various BT sub-brands and divisions. Hence, Red&White suggested the BT Group with a common looking logotype which would work for different areas of services. The exclusively new BT branding is rolling out across every field, including digital platforms, print and digital marketing, product packaging, merchandise and others.

Blog 2- Evolving strategy for growth of BT brand

Around three years ago, BT group's annual revenue was declining. However, the company chose to focus on its strengths as well as competitive spirit and seven years later, the company's revenue went up to 6% to £18.9bn. Its pre-tax profit also rose 9% to £3.47bn. In 2016, BT Group promised to bring 4G and superfast broadband coverage to most of the people in the UK by 2020. As of 2019, more than 90% population of the UK can access to internet and other telecommunication services due to the BT Group. The company has been using three vital ways to evolve its strategy for growth in the market such as-

Improving customer service- BT Group launched BT Sport and BT Mobile to improve the experience of the customers. The audience of the BT sport increased up to 45% with more

than 2 million viewers, while the sales of the BT Mobiles hiked more than 400,000 subscribers. The company also invested more than £6bn to improve its network and customer service. The company aims to answer more than 90% of the customer's queries by improving their digital capabilities. BT Group also plans to reduce the time to fix the line faults by at least 24 hours and also improve its overall network coverage (Gunning, 2019).

Using the EE brand- The revenue of the company added more than £1bn after BT's acquisition of EE. The main focus of the company after the acquisition is to make BT the biggest as well as fastest service providing brand in the UK. The company started its marketing and promotion with series of ads which suggests people to choose EE network as it is 50% faster. The CEO's of both BT and EE has come together to focus on network leadership. Their main criteria for upcoming year is to capture the purchasing intent of the customers and establish the brand as the biggest and fastest network.

Multi-brand strategy- BT Group offers several telecommunication services in the quad market such as TV, internet, landline services, mobile and so on. The TV services are an issue for the company as SKY holds around 75% of the market share in the paid-TV market. However, the multi-brand strategy by BT will help the company to cover approx. 50% of the market. The company is also planning to invest in cloud. It would help BT's services to connect and offer better customer experience that are cost efficient (Hemamali, *et al.*, 2016).

Blog 3- Market position, brand value, products and promotional strategies of BT Group

The UK's telecommunication market is known to be one of the toughest and competitive in the world. BT Group provides more than 28 million telecom lines in the UK's household. The company has phones and phone lines services along with BT Payphones in streets and shopping centres. BT also provides transmission services for the broadcast of several sports tournaments and distributes Reuters data in Africa. The company has around 73% of shares in the voice call market in the UK and 48% of share in business market (Lee, *et al.*, 2017). The BT Group has developed innovative pricing packages that provide services like reduced call rates, benefits for fixed monthly fee and others to enhance its market position in the UK.

The BT Group offers local and international telecommunication services, high broadband services, internet products, IT solutions and so on. It also provides network services to various licensed operators in the UK. Being one of the most powerful brands in the UK, it has performed consistently in the market. BT is known to operate one of the most well-maintained networks all across the world. The BT Ignite is the company's business services and solutions division that provide value added services and integrated data the European corporations. Its portfolio ranges from desktop to other network equipment, software and other such services.

BT Group has been carefully developing its brand value since 1997. At the time, the brand was valued around £5.7 billion, while by 2000 its value staggered up to £9.4 billion. The company also runs a brand website and helpdesk in order to make sure that its value is maintained in the market. The most valued brand product by BT Group is its broadband services that provide internet connection to more than 90% of people in the UK (Freeman, 2015). This company has become the face of new communicating society in the country.

The BT group has always maintained high profile when it comes to marketing communication. It is also one of the highest spending advertisers of the country. The tagline of BT Group such as "Stay in touch", "It's good to talk", "More connections. More possibilities" and "Bringing people together" tend to connect with people and promotes their

goal of creating connection among people. The BT has advertised their products by using ET as central character. Such promotional strategy was created to attract the attention of younger customers. The BT Group's advertisement also focused on ordinary people and bringing them together by using BT services. The company has also launched UK's most intensive television campaign called "Broadband has landed" that featured international singer Jarvis Cocker and various animated characters to attract people.

Blog 4- Customers making differences to BT Group as a brand

Technology has always been a major part of a business corporations, especially the small and medium size enterprises. It not only promises commercial opportunities but also threatens to destabilise the company. The BT Group is fiercely competitive in the telecom market. It has slowly increased its average revenue per user and acquired number of new customers. The basic adverse faced by the company are that most of the SMEs see BT Group just as a telecom company and broadband supplier. Most of the SMEs don't find the IT sector interesting, hence, it doesn't spend much time thinking or researching about the BT's business. The SMEs that belongs to retailing or sales sector feels that BT Group can't handle their needs at their pace.

The three main objectives that BT needs to focus on are-

1. Shifting the perception of others on BT's business as just as IT and telecommunication provider
2. To create empathy with SMEs and to show them how BT has the ability to free them from its related problems
3. To generate a platform for the promotion with the business itself.

BT Group can help the SMEs in various ways. The company does not have to tell SMEs on how to do business. It can act as an enabler for the success of the business and can look after the IT and communication related needs of the SMEs (Wrench, *et al.*, 2016).

Hence, BT Group decided to mount major communication campaign which signifies the whole SME community. The internal staff of BT Group was very serious about this approach and transformation. There were certain range of ideas that were developed by the customers itself. The company started the campaign 'Do what you do best' to help the customers to find their language. This particular message resonated the hearts of SMEs and they get to witness the fundamental success of the business. This whole campaign by BT Group struck the right note with the internal audiences.

BT Local Businesses are the principal channel of market for most of the target audience of the company. They found this stint as something important for the customers and aspirational for the staff of the company. The company identified a way to turn sales conversations from being product led services to customer led services. The staff of the BT Group considered this whole success to be 'helping a business related work'. As a result, the real staff actually believed that enhanced offer led them to become the most valuable service provider in the country.

Blog 5- BT Group's brand positioning and place in the market

A multinational British telecommunication company, the BT Group operates its business across 170 countries. It is not only considered a leading communication services companies in the UK but also in the world. The company is a major supplier of networked IT services to both government departments as well as multinational companies. Being UK's largest

communications service provider in the market, the company has several line of business activities such as BT Retail, BT Global Services, Openreach, and BT Wholesale.

Economically, the network and telecommunication in the UK is a multi-trillion pound industry. The global communications market has witnessed several convergences, where the distance between the telecommunication, IT companies, software businesses and broadcasters have entwined to develop a new communication industry.

Over the years, BT Group has evolved from being a supplier of telephony services to a leading manufacturer of innovative communications products, services and solutions. The business customer range of BT group tally between multinational, multi-site corporations to small and medium sector enterprises. BT Group also provide services to the start-up companies at the relatively moderate price range. This marketing strategy promotes both BT Group and the start-up organisation.

In the current market, more than 80% of FTSE 100 and 40% of Fortune 500 companies mainly relies on the BT Group for networking, applications and system integration purposes (Cabr  -Riera, *et al.*, 2019). There are several other multinational and world famous companies like National Health Service, Procter & Gamble, PepsiCo, BMW, Emirates, Microsoft and others that are working with the BT Group. This telecommunication company is also said to be the reason of success and driving force behind 'Broadband Britain'. In 2009 BT Group invested in the company which would provide access to broadband to nearly every home in Britain at the time. The BT Group archived most of its purposes and is now striving to possess a strong brand positioning and place in the market.

Blog 6- BT Group: Connecting society

BT Group plays a major role in making UK one of the digital champions in the world. The BT Group has built an infrastructure to develop a leading digital economy in the UK that works for everyone. The telecommunication company has gone beyond their capabilities at times to help millions of people to overcome their social disadvantage with the help of newly developed products and services. BT Group expands its connectivity through their fibre and mobile networks across the country in order to keep people connected in times of emergencies. The company aims to provide services that helps people to keep in touch with their friends and family.

The telecommunication organisation believes that they are building an inclusive digital society where people from all age groups and sectors can come together and connect with one other all across the world. BT Group also works very hard to protect the data of their customers from cyber criminals. They offer tools and guidance to people in order to protect them from the digital world.

The BT Group has been in the telecommunication business for around 50 years. With the experience of over 5 decades, the company now owns UK's biggest and fastest 4G mobile network and provides 4G coverage across 90% of the country. BT group now aims to expand their network coverage up to 95% by the end of the year 2020 (Zachariah, *et al.*, 2019). The extended 4G coverage by the company will support new communications network to create emergency services for England. This will help the people living in rural area to get better signal and telecommunication network.

In 2018, BT Group contributed around 95% superfast broadband coverage at 24Mbps speed as per the goals set by the government. The fibre broadband network by the company has already passed more than 27.5m UK premises. BT Group wants to give nine out of ten people in the UK a proper access to the fibre-based products as well as products (Little,

2017). BT Group is working up their way to come up with innovative ideas to connect remote communities within the UK. Their 4GEE Home Antenna service has already delivered speeds of more than 100Mbps mobile networks in its trial run in Northern Fells area.

In order to maintain the connectivity between people, BT Group often set up satellite connections during floods and climate related risks at places where there are no telecoms infrastructure. The BT Group is reaching out to more people both nationally and globally to make people more technologically advanced.

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