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inviting to look at. Make it
fun to read"*

- Leo Burnett

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FORUM**
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Editor's Note



For over a decade now, the phrase creative disruption has been used in the marketing world as a desire to break the existing patterns of behavior of the target audience. This is to look at the evolving space of brand communication in recent times, we will reveal a major disruption taking place across many industries and it will affect more in the years to come. As we evolve in the digital and the social media era – core fundamentals of people and how we interact, consume media, consume content and form beliefs – are all evolving and will evolve more. In order to stay relevant with reality, brands are constantly competing to get their messages communicated to the customers in an effective way.

Customers are bombarded with numerous marketing communications and this creates a clutter in their minds. Creative disruption assists to disrupt the normal flow of the massive volume of such marketing messages, so that they pause and consider the message they have received. In the current marketing arena, the organizations in Bangladesh is trying to evolve themselves in this changing environment. A significant issue is that everyone is trying to figure out the key components, which will remain critical in future brand-building models. Numbers, data, analytics, have become the norm through which we now judge a campaign. After all, overlooking numbers is quite hard, isn't it? This excessive focus on numbers have taken the shift away from something fundamental to brand building, the role and power of creativity. This is where creative disruption comes in.

Through this year's Commward, we would like to stress that creative disruption matters. We would like to present the case that not only does it matter but it should be at the core for any brand campaigns or engagement. Role of creativity has actually increased as our attention span has gone down and within the sea of communication and message, only a creative or relevant content or message will pass through. Hence, techniques employed in creative disruption are as boundless as creativity.

With the nation progressing towards the goal of becoming a developed nation, we need to stress on the necessity of creativity and creative disruption with a view to revolutionize the industry. This publication will showcase examples of such campaigns through which we will celebrate the creative works by our organizations. A big congratulations to the winners and to all the agencies, brands and the teams working behind these campaigns. Defying conventions and creating new visions capable of making our clients' brands grow faster is highly important. This should be done through creative disruption, because disruption signals a departure from the norm.

Shariful Islam
Editor

Editorial Team

Editor

Shariful Islam

Chief Advisor

Prof. Syed Ferhat Anwar

Creative Editor

Nazia Andaleeb Preema

Executive Editor

Sajid Mahbub

Project Head

Tanjina Hasan

Managing Editor

Kazi Ashfaqur Rahman

Graphics & Design

Sadik Ahamed

Md. Eusuf Miah

Tonmoy Fahmee

Content

Fariha Binte Anwar

Khondker Faraz

Operations

Md. Tofawel Ahmed

Support

Iftikhar Ishaque Ratul

Sajib Bhattacharjee

Md. Mahmudur Rahaman

Yasir Arafat

Anup Kumar Das

Md. Tawseef Hasan

Zayed Iqbal Abir

Rashmi Khandker

Makhjanul Islam

Israt Sharmin Keya

Rawnak Tahnia

Tasmiah Rahman

Ahmed Raiyan

Ishrat Jabin

Humayra Tasnim

Srabonti Habib Proma

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Editorial Office: Advanced Centre (Level-03),
176, North Avenue, Gulshan-2, Dhaka-1212
Email: info@bangladeshbrandforum.com
Web: bangladeshbrandforum.com, Blog: bbf.digital









































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Winners at a Glance

-  Grand Prix
-  Gold
-  Silver
-  Bronze

Adcomm Limited	 2	 2	 3
Asiatic JWT/Asiatic 3Sixty	 1	 6	 8
Bagher Bachcha Digital	 1	 1	
Codesign			 1
FCB Bitopi			 6
Grey Advertising Bangladesh Limited	 3	 7	 6
High Voltage Limited			 1
IMS Ltd.		 1	
Interspeed Activation Ltd.			 1
Magnito Digital Ltd.		 2	 1
Mark8 Communication			 1
Mediacom Limited	 1	 2	 2
O & Z Solutions	 1	 1	 1
Ogilvy Bangladesh			 1
Pink Creative Ltd.			 1
Purplebot Digital Ltd.	 1		 1
Singularity Limited		 2	 1
Sun Communications Limited	 1	 1	
Terracotta Red		 1	
The PH Factor			 1
WebAble Digital		 1	 1
X		 1	 2
Group Winners			
High Voltage Limited & Singularity Limited		 2	

List of Winners

Category	Award	Campaign	Agency
Activation and Promotion	Silver	Project AgroBanking	Grey Advertising Bangladesh Limited
	Silver	"Beshi Diye Khushi" #everybodykhushi	IMS Ltd.
	Silver	Tribute to Ayub Bachchu by Grameenphone	Magnito Digital Ltd.
	Bronze	Vaseline Meet the Amazing Girls	High Voltage Limited & Singularity Limited
	Bronze	Coca-Cola Bangla Ekhon Bangla Tokhon Debate Competition 2019	Interspeed Activation Ltd.
Art Direction	Gold	Xtreme Xplore	Mediacom Limited
	Silver	Bijoyer Golpo - RFL 16 Dec. Campaign	Bagher Bachcha Digital
	Silver	Moodron Print Advertisement	Terracotta Red
	Bronze	G-Gas - ভালো রাখার অঙ্গীকার	Asiatic JWT/Asiatic 3Sixty
	Bronze	Fresh Hunan Green Tea Launch	FCB BITOPI
	Bronze	BIOSCOPE GLOBAL LAUNCH CAMPAIGN	Magnito Digital Ltd.
Best Campaign by New Agency	Gold	২১শে ফেব্রুয়ারী (21st February)	O&Z Solutions
	Silver	Robi Mission Kombol	X
	Bronze	Vaseline Meet the Amazing Girls	High Voltage Limited
	Bronze	Debi – Misir Ali Prothombar Promotional Campaign	Purplebot Digital Ltd.
Campaign for Women	Silver	End Child Marriage Campaign – Phase 2	Asiatic JWT/Asiatic 3Sixty
	Silver	নতুন ভালোবাসা- Valentine's Day Campaign by Grameenphone	Magnito Digital Ltd.
	Bronze	Teer Mother's Day Campaign	Adcomm Limited
	Bronze	Radio Shadhin – Rise Up for Women	Asiatic JWT/Asiatic 3Sixty
	Bronze	Vaseline Meet the Amazing Girls	High Voltage Limited & Singularity Limited
Copywriting	Gold	Ispahani Mother's Day Facebook Campaign	Adcomm Limited
	Silver	Coca-Cola 'Bangla Ekhon Bangla Tokhon'	Grey Advertising Bangladesh Limited
	Bronze	Chokhe na dekhle ki keu shundor hoy?	The PH Factor
Digital	Bronze	Dettol Letter for Life	FCB BITOPI
	Bronze	স্পিড: বাংলা লিখি বাংলায়	X

Category	Award	Campaign	Agency
Integrated Campaign	Gold	Coca-Cola 'Bangla Ekhon Bangla Tokhon'	Grey Advertising Bangladesh Limited
	Silver	End Child Marriage Campaign – Phase 2	Asiatic JWT/Asiatic 3Sixty
	Bronze	Sunsilk Hijab Variant Launch Campaign	Asiatic JWT/Asiatic 3Sixty
	Bronze	Lux Super Star 2018	Asiatic JWT/Asiatic 3Sixty
Mobile	Gold	UCB Virtual Banknote	Grey Advertising Bangladesh Limited
	Silver	IDLC KICKSTART	Singularity Limited
	Bronze	Project AgroBanking	Grey Advertising Bangladesh Limited
	Bronze	Augmented Reality Desk Calendar	Mark8 Communication
Music/Jingle	Gold	Coca-Cola 'Bangla Ekhon Bangla Tokhon'	Grey Advertising Bangladesh Limited
	Silver	Aafi Mango Fruit Drink – Fifa World Cup Campaign	Adcomm Limited
	Silver	Fresh Milk Khati Gorur Khati Dudh Campaign	Adcomm Limited
	Silver	Banglalink 'Beshi Beshi Khushi Khushi' Thematic Campaign	Asiatic JWT/Asiatic 3Sixty
	Silver	KJEH Sound Track "Bishorjon"	WebAble Digital
Native	Silver	Amar Bhaier Rokte Rangano" - Ekusher Gaan	Grey Advertising Bangladesh Limited
	Silver	Coca-Cola 'Bangla Ekhon Bangla Tokhon'	Grey Advertising Bangladesh Limited
	Bronze	Robi Regional Campaign	Adcomm Limited
	Bronze	২১শে ফেব্রুয়ারী (21st February)	O&Z Solutions
Outdoor	Gold	Bijoyer Golpo - RFL 16 Dec. Campaign	Bagher Bachcha Digital
	Gold	Robi Aparajeyo Bangla Social Experiment	Sun Communications Limited
	Silver	MR. BIN	Singularity Limited
Packaging	Bronze	KK Tea Souvenir Pack	FCB BITOPI
	Bronze	World Cup Campaign	Ogilvy Bangladesh
PR	Gold	Debi – Misir Ali Prothombar Promotional Campaign	Purplebot Digital Ltd.
Print	Silver	Xtreme Xplore	Mediacom Limited
	Bronze	Supermom Ghumer Gari	Mediacom Limited
Radio	Bronze	Banglalink 'Beshi Beshi Khushi Khushi' Thematic Campaign	Asiatic JWT/Asiatic 3Sixty
Rural Marketing	Grand Prix	Project AgroBanking	Grey Advertising Bangladesh Limited
Social Campaign	Grand Prix	Project AgroBanking	Grey Advertising Bangladesh Limited
	Bronze	End Child Marriage Campaign – Phase 2	Asiatic JWT/Asiatic 3Sixty

Category	Award	Campaign	Agency
Efficacy	Gold	Vaseline Astha Rakhun Campaign	Adcomm Limited
	Gold	Sunsilk Hijab Variant Launch Campaign	Asiatic JWT/Asiatic 3Sixty
	Gold	Coca-Cola 'Bangla Ekhon Bangla Tokhon'	Grey Advertising Bangladesh Limited
	Gold	Project AgroBanking	Grey Advertising Bangladesh Limited
	Silver	End Child Marriage Campaign – Phase 2	Asiatic JWT/Asiatic 3Sixty
	Silver	PRAN Frooto Open Door Challenge	O&Z Solutions
	Bronze	Banglalink 'Beshi Beshi Khushi Khushi' Thematic Campaign	Asiatic JWT/Asiatic 3Sixty
	Bronze	bKash App Launch Campaign	FCB BITOPI
	Bronze	Square Toiletries Ltd. Bhalobahsar Bangladesh	Mediacom Limited
Film	Gold	Coca-Cola 'Bangla Ekhon Bangla Tokhon'	Grey Advertising Bangladesh Limited
	Silver	Banglalink মা মানেই সবকিছু	Asiatic JWT/Asiatic 3Sixty
	Silver	Radhuni Readymix Shaad Chara Kichu Mathay Thakbe na	Mediacom Limited
	Silver	Robi Mission Kombol	Sun Communications Limited
	Bronze	Sticky Adhesive Re-Launch Campaign	Adcomm Limited
	Bronze	End Child Marriage Campaign – Phase 2	Asiatic JWT/Asiatic 3Sixty
Film Craft	Bronze	ORA ACHE	Pink Creative Ltd.
Green Campaign	Bronze	Blue is the New Green	Codesign
	Bronze	MR. BIN	Singularity Limited
Harmony	Silver	End Child Marriage Campaign – Phase 2	Asiatic JWT/Asiatic 3Sixty
	Silver	Project AgroBanking	Grey Advertising Bangladesh Limited
	Bronze	16 Days of Activism by ActionAid	WebAble Digital
	Bronze	Robi Mission Kombol	X
Innova	Grand Prix	UBER Project Unhonk	Grey Advertising Bangladesh Limited
	Gold	Project AgroBanking	Grey Advertising Bangladesh Limited
	Silver	UCB Virtual Banknote	Grey Advertising Bangladesh Limited
	Bronze	Friendship Always Wins - Airtel 16th December Campaign	FCB BITOPI
	Bronze	Dettol Out or Not Out Challenge	FCB BITOPI

COMMWARD

SCALING TOWARDS NEW CREATIVE HEIGHTS

With the motto 'Excellence in Creative Communication', Commward was initiated by Bangladesh Brand Forum (BBF) in 2009 in association with Cannes Lions International Festival of Creativity. Commward, also known as Communication Award, is the only accolade for recognizing the creative works of Bangladesh – appearing as the biggest local platform for the creative industries in Bangladesh. Commward has been organized in a total of 9 times till now and the years are – 2009, 2010, 2013, 2014, 2015, 2016, 2017, 2018 & 2019.

This year, the 9th edition is set to be a precedent for a more rigorous and demanding form of Commward. This will accelerate the process of bringing about a creative momentum within the industries and inspire brands to transcend their communication to global stature.

While the 9th Commward is being celebrated on August 3rd, 2019, let's take a look back and find out how Commward has evolved from only an award to a platform that showcases the abilities of the country's creative industry over the last 10 years, and above all, how it has aimed to change the creative landscape of Bangladesh.

THE HUMBLE BEGINNING

The creative communication industry of Asia has always been uniquely different from the very beginning. Be it due to the nature of consumer mindset or cultural diversity, the Asian counterparts of admen have created their own set of standards in advertising practices. Compared to other Asian countries, however, Bangladesh was a bit under the radar, until about the early 2000s, in terms of presence in global platforms. Although there were dozens of local and global affiliated agencies in operation, there wasn't a single platform where these creative geniuses would gather and share experiences. There wasn't any recognition for their creative works.

In 2009, Communication Award a.k.a. Commward happened. An initiative of Bangladesh Brand Forum, Commward was the first-ever award for the creative communication industry of Bangladesh. The first year of Commward was quite humble, with only 9 awards in total. As Commward was organized in association with Cannes Lions International Festival of Creativity, the credibility of the award gained momentum quickly and the following years

witnessed an increasing number of submissions. Alongside, Communication Summit was introduced in the following year.

Since then, Communication Summit and Commward are considered as the only saving grace for the advertising fraternity of Bangladesh. The summit brings together global minds who share knowledge with the local professionals. The award recognizes the best creative works of the previous year.

As for Bangladesh Brand Forum, the objective was to enrich the creative industry through knowledge and recognition. While the knowledge creates a direct impact, of course, the competition for recognition makes the agencies up their game - which, as a whole, enriches the overall industry.

In all these years, both the summit and the award were redesigned again and again. New engagements like breakout sessions, university engagements, student competitions were introduced in the summit. The award had gone through multiple category redefining and jury process innovation.



THE CREATIVE ECO-SYSTEM

Today, Commward has evolved into being a complete eco-system of fostering creativity within the country. The platform now encompasses Communication Award, Commward Publication, Communication Summit, Young Lions Competition Bangladesh, Young Marketers Competition Bangladesh and student engagement activities. This 360-degree approach is a call for creativity for everyone – starting from students through student engagement (Crafting Creativity), young professionals through Young Lions and Young Marketers Competition of Bangladesh and the creative industry through Commward & Communication Summit.

The advertising industry of Bangladesh has come a long way in the post-independence period. Now there are over 500 advertising agencies, 60 such production houses and more than thousands of digital marketing agencies operating in Bangladesh. The sector employs more than ten thousands of people in different roles. Yet, there's a gap somewhere between the students and the advertising industry of Bangladesh. And, this can stand in the way of progress of the industry as well as have an adverse impact on the marketing and branding fraternity.

TOWARDS A NEW CREATIVE HEIGHT

Whilst the creative communications environment of Bangladesh initially lacked presence in global platforms, 2016 saw Grey Bangladesh bag the first-ever Cannes Lions for Bangladesh – 7 years after the inauguration of Commward accolade. This year, Grey Bangladesh, again, won three Cannes Lions for Bangladesh. Talk about better late than never! In order to continue catalyzing the standards of the country's communications, Commward needed to accentuate its creative standards, which brought us to this year's Commward.

For initiating a creative momentum across the nation, the 9th Commward, along with introducing newer and more challenging categories, has also introduced a more rigorous jury system and selection process. The new system boasts a Jury President presiding over the process and ensuring that Commward entries are evaluated to the most meticulous global standards possible.

This year's Commward had Tay Guan Hin, Founder/Chief Creative Officer, TGH Collective, Creative Change Catalyst, APAC Global Advisory, as the first-ever Jury President.

COMMWARD & ITS INTERNATIONAL PLATFORMS

Commward is organized in association with the Cannes Lions International Festival of Creativity

(formerly the International Advertising Festival), the most coveted and well respected in the entire advertising and creative communications world, often informally called as the "Oscars of Advertising".

Also, Commward collaborates with Spikes Asia Festival of Creativity, held in Singapore every year. Each year, BBF, jointly with The Daily Star organizes Young Lions & Young Marketers Competition Bangladesh and the winners of the competition participate in Spikes Asia Competitions representing Bangladesh.

INDUSTRY ACCEPTANCE

Over the time, Commward has ensured transparency and credibility in the overall process. And now, Commward has been established as an industry standard for creativity with relentless and sustainable efforts. Today, all forms of agencies (creative, digital, media, PR, events & Activation), production houses, NGOs & development agencies, and different organizations with credible communication campaigns participate in Commward. As a result, Commward this year had more than 650 works submitted which is the highest ever number of entries in Commward till now. The most deserving of these campaigns are being honored across 23 categories.

CREATIVE APPROACH

Commward is awarded under different categories in different media. The number of categories changes year to year, although keeping intact most of the significant traditional categories. Commward is awarded mainly in four ranks: Grand Prix, Gold and Silver, along with Bronze.

As forms of communication changed with time, Commward has also adapted by changing the awarding categories. Moreover, Commward has shifted from mostly commercial campaign preference to social good preference. These categories inspire both the brands and the agencies to incorporate societal elements for a greater cause in the branding and communication activities.

INDUSTRY INVOLVEMENT

The industry has always supported the initiative in the form of suggestion, feedback, participation and promotion. For the last two years before Commward, a preparatory dialogue takes place moderated by BBF and attended by representatives from the creative industry. These dialogues mainly focus on the industry trends, needs and demands which further impact the Commward category selection and campaign evaluation. This helps not only Commward to be relevant to the industry but also the industry to directly contribute to their own celebration.

NEW DIMENSIONS

From the responses of previous years and keeping in mind the industry feedback, BBF took a bold turn from 2018 and onwards, focusing on creativity only, while two major awards were segregated from Commward due to the growing importance of that cluster.

Digital Marketing Award - An award dedicated to excellent communications done in the digital platforms resulting in customer engagement and a positive return for the brand.

Media Excellence Award - The Media Excellence Award will look forward to redefining media management in the context of Bangladesh and also address the exemplary works in the media space of Bangladesh. Media Excellence Award will be a joint collaboration of Bangladesh Media Forum & BBF.

NEAR FUTURE

Commward has come a long way evolving into a platform for the creative industry of Bangladesh. This year, identifying the scopes for improvements and contributions towards the industry, Commward has focused on setting a creative momentum. Commward looks forward to addressing the prevailing gap to turn raw talent into qualified creative professionals. However, it is clear that Bangladeshi creative industry is no more under the radar. This sleeping giant is slowly waking up and will become a key player in the global creative scene. Nonetheless, Commward can undoubtedly be credited as a torchbearer of this creative journey. 🔥



Jury on Creatives



Mehedi Ansari
Group Creative Director
Grey Advertising Bangladesh Limited

“Globally, advertising has become about solving real problems for the welfare of society.

Apart from some unique campaigns, as an industry we are still struggling with traditional advertising.

We must work together for taking our creativity to a level that can compete on the global stage.



Tusnuva Ahmed Tina
Associate Executive Director
Asiatic Mindshare Limited

“Industry is growing with a faster pace. To be more effective with communication few health check designing a campaign can benefit. Whatever communicate, do with respect for audience, use a context with relevance so that audience can engage spontaneously.



Sharmin Rahman
Head of Retail, Operations Division
Grameenphone Limited

“We were not as good as we aspired to be. However, I believe that 2020 and the years to follow, will be better in all aspects.”



Taufique Mahmud
Executive Creative Director
Mediacom Limited

“I am really in the fear that our industry is suffering from a disease called “Everyone is trying to sell same things in the same way to the same people!!!”. If something has already been done /overdone, don’t do it again. Not doing something really “NEW” is as good as running backwards in a track. What to expect or do in 2019? or 2020? or 2040? Just remember the “Póuv Kjú” theory and follow the “KNEW vs NEW” rule religiously.

I am always open to discuss on those 2 points.



Moasser Ahmed
Country Marketing Manager
Coca-Cola Bangladesh Limited

“There are three uncompromising facets of Creativity in my mind; Differentiating/disrupting, Resonating and Branding. If a creative piece has these three components, it should deliver its (business) objective. In the final round of evaluation, I must say, I came across lot of great creative works which had contributed to the growth of their respective brands. Most importantly, all these great works didn’t come from a handful of topnotch agencies. Rather, we saw lot of new agencies, new brains with new approaches – which is really encouraging.

Over the last decade, the advertising industry has gained significant momentum which in turn has helped the brands to build stronger foothold. Needless to say, Commward has contributed significantly to this momentum and to a large extent has led it. I think, Commward has successfully created a platform of recognition of good creative works. This is so important, because, in the long run it provides a direction to the industry by defining “good work” and encourages talents to push the standard every time.



Md. Quamrul Hassan
Business Director
ACI Limited

“A small case or AV can’t always depict vividly a good campaign. Moreover, most of the AVs that were submitted had undertone of the core issue which they were supposed to address.

My heartiest congratulations to the winners of Commward 2019.



Angshuman Chatterjee
Executive Creative Director
Unitrend Limited

“It was an honour to be part of the Grand Jury 1 at this year’s Commward. What I have noticed is an abysmal drop in the quality of original creatives. In fact what was appalling was that the shortlist jury actually shortlisted work that was copied from earlier ideas. This has to end somewhere. It is imperative for Brand Forum to actually organise training sessions/creative sessions for the young crop of creative people such that they get to learn the method of how to channelise their creative juices in the right direction. Bangladesh advertising has to start competing with their Asian friends and come out trump. I loved the Agro Banking campaign, kudos to the team that cracked it.



Tanvir Hossain
Group Creative Director
Sun Communications Limited

“To all & me, maybe we still have doubts; whether our creativity is touching the hearts of our audience or is it bringing any actual result for our clients. We need to clear these first or else our works will not make any mark on the global platform. Right now I can see, our advertising creativity is struggling. Let’s admit, we are annoying people every day. Sad!”



Ferdous Hasan Neville
Managing Director
Asiatic JWT/Asiatic 3Sixty

“The industry is going through a transformation through digital. Effectiveness often underplays creativity. This needs to improve as IDEA remains to be the king and hence nurtured more.



Ashraf Bin Taj
President
Marketing Society of Bangladesh

“Needs a lot of focus on strategy. Increasingly observing campaigns of the local brands losing brand connectivity. This is alarming when we as a nation progressing towards becoming middle income country where brand power will play significant role in our country. Have seen a good focus on our country, heritage and social issues being addressed by number of brands which is a positive sign.



Hasib H Chowdhury
Group Creative Director
Adcomm Limited

“This year we have seen loads of work. Some are really good but the bad part was the brand insights are missing in most of them. The idea and the brand are totally separated. Overall I think this year our works are not up to mark in world's standard.



Syed Gousul Alam Shaon
Managing Partner & Country Head
Grey Advertising Bangladesh Limited

“Things are definitely improving. But, we need to find out newer ways of telling our stories. And for that we need to be braver, crazier and sharper. And as a creative community, we need to be ruthless about our choices.



Salahuddin Shahed
COO
FCB Bitopi

“Our industry today is probably in a worse place than before. I would love to discount it as a one of those bad years, but I'm afraid I can't. What I mean is it won't correct itself with the law of average, rather we need to make conscious efforts to improve it. For one, we need to hold ourselves and our efforts to a higher standard – both internally and externally. I would rather see no awards given than to see an award goes for an okay creative works. We all need to get the signal that the work that we put up as agencies or as a industry is less than stellar. The other part thing that needs to happen is more involvement of strategic planning in the work that we produce. Planning can't be window dressing or about making fancy decks to present average, mediocre work. Planning needs to be begin with and it needs to be embraced by both agency and client; in fact both agency and client should demand more from planning. To summarize both creative and planning need to pull up their socks and do their jobs. By the way, as part of this industry I need to put more effort to do my part and I would request everyone in similar position to do the same.”



Mostafa Monwar
Group Creative Director
FCB Bitopi

“Commward doesn't only recognize and inspire the great works of our industry but also reflects our areas of weaknesses and opportunities. It's a true mirror of our advertising industry.



Tanzeen Ferdous
Marketing Director
(Home Care, Foods & Refreshment)
Unilever Bangladesh Limited

“The marriage between the client and the agencies need to be built on trust. Both need to work on improving this relationship to increase trust and increase speed. Briefs need to be more inspiring from the clients clearly challenged by the agencies and decision makers from both sides clearly stated. Then we can expect more noticeable and contextual campaigns that make a difference in our consumer's lives.



M Akrum Hossain
Senior Creative Director
Grey Advertising Bangladesh Limited

“This year, there has been a lot of good work and also some mediocre work. If we truly want to make work that can be noticed by the world, as an industry, we need to create and submit more globally effective work that can bring us international recognition.



Ashraf Kaiser
Managing Director & CEO
TBWA/Benchmark

“Creatives got to be more insightful, disruptive, bold and result oriented. Effectivity is key and creatives got to bring more business results.

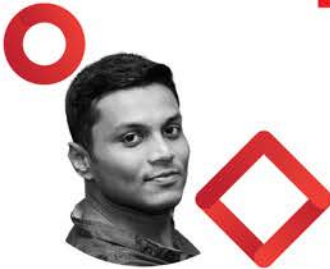
Jury on Creatives



Urfi Ahmad

Brands and Communications Director
Banglalink

“The industry is in a state of flux and limbo. Human resource and talent development seems to have stagnated. We need to upgrade skills and increase meaningful exposure- both locally and from global leaders/ industry veterans. There needs to be a platform which brings all these together and provides a blueprint and/or mentorship module for the industry to go to the next level.



Md. Quratul Ayin Sohel

Group Creative Director
Asiatic JWT/Asiatic 3Sixty

“The creative industry in our country, as I see it, is going through a transition period. While the global industry has moved from solely ATL and BTL communication to accept Digital, our industry has yet to take leverage of all the privileges of the Digital platform; technologically, we are being left behind. Instead of just adapting the methods and techniques laid out by other, we need the basic 'know how' in order to make our own identity in the global market. Moreover, what we as an advertising entity should do is to encourage the brands to analyze the impact they are making on the community we communicate in. Instead of focusing on just selling the products, brands should stand for something; instead of caring about likes and shares, brands should focus on the effect they have on the society.



AKM Zabed

Chief Marketing Officer
Anwar Group of Industries

“The creative industry in Bangladesh has evolved a lot from time we recognized a product as brand in our country. I would say a paradigm shift has taken place in this industry. Our creative has moved towards real communication from old days jingle based music video kind of things. I congratulate clients and agencies for the knowledge based communication industry maturity and coming up with progressive and grammatical communication approach. But long way to go...it could have been much better through out of the box communication which would educate the TG (Target Group) even more. I am sure we will do the same to be recognized globally in communication and can be even benchmark someday soon!



Shahriar Amin

Head of Marketing
Beximco Communications Limited

“Our creative industry is a microcosm of our society in general - it's young and trying different shiny new things like digital, influencers and case study AVs , wants to challenge status quo with influx of youth but don't want to be provocative/different to appear like the "beyadob" kid in the block, likes tactical short term thinking without enough focus on strategic problem solving, still too much love for advertisements and not enough love for branded content.....and most importantly despite so much chaos and shortcomings; somehow one way or the other, things are moving forward towards right direction”.



Rasel Mahmud

Group Creative Director
X

“The media and touch points that we are working with are in a state of constant and rapid flux. This poses evolutionary challenges for the creative industry. The effectiveness of our creative solutions will depend on our understanding of how and to what extent the consumer's mindset is evolving in the new communication landscape.



Azim Hossain

Head of Digital
PRAN-RFL Group

“i. Make the agency/stakeholder earn the award and value it.
ii. Lots of improvement from last year in terms of case submissions.
iii. Let's encourage the best works.



Rabeth Khan

Chief Executive Officer
MACOMM/Official Affiliate of Dentsu

“Bangladesh advertising industry and the brains behind are in the crossroads of transition in terms of qualitative levels. The better than average and good ones are hardly touching the boundaries of greatness. Thinking needs to be much deeper, knowledge of consumers needs to be higher, thirst for greatness needs to be up and more training and grooming of our creative talents are needed.



Mohammad Nurur Rahman

Group Creative Director
Grey Advertising Bangladesh Limited

“As a creative industry, we are on the right track. Our standards are improving daily. And it should be, because whether we like it or not, we're in the spotlight. People follow and judge the work we produce. That's why we need to be careful and think hard before producing any TVC, RDC, print and or even a simple Facebook post.



Sabbir Hasan Nasir
Executive Director
ACI Logistics Limited (Shwapno)

“Very few ideas moved to the freshness, greatness zone. Expecting more breakthroughs in ideation and in its proper execution excellence. Congratulations to the winners and to the



Simon Islam Shawon
Director, Client Relation
Mediacom Limited

“When it comes to innovation; most of us looking at innovation in a wrong way. We have a technology and most of the time we want to use the technology for a campaign. Rather we should have an idea and we need to figure out which technology can execute that idea better that's how our ideas can be more innovative.



Nazia Andaleeb Preema
Visual Artist
Director/Bangladesh Brand Forum
President/WIL

“We need to have clear manifestation of ideas and inspection. A complicated market like ours needs critical investigation, research, and profound data. It is dangerous to be monotonous and it is definitely not to be over ambitious. Industry is fighting for all these issues and it's already not enough. Congrats to the warriors of wisdom, Commward Winners 2019. It was not easy!”



Jane Alam Romel
Group Chief Marketing Officer
IDLC Finance Limited

“I think the creative industry should work on more impactful campaigns. Campaigns that need to have good brand fit, in order to serve the core purpose. Strong analytics must support the campaign outcome – not just for creating noise, but for the benefits that business generated or the behavioral changes that campaign enabled in the lives of many”



Sania Mahmood
Director Marketing
Perfetti Van Melle Bangladesh Pvt. Ltd.

Congratulations to Bangladesh Brand Forum and Commward 2019 on this amazing journey of building brands and recognizing outstanding creative communications in Bangladesh.

Awards like these have immense effect on the kind of work that is produced in the creative industry. While communications stand out for their out-of-the-box content, often these are judged for the creative aspect alone and not for the consumer insight or relevance to the brand it aims to serve. Originality together with brand linkage is what makes a great creative, rather than riding on the wave of popular fads or formats alone.

The selection of awards indicates the direction in which the advertising industry should develop in Bangladesh – creatively, responsibly and very importantly, through the lens of the brand. Commward in that sense, should challenge the agencies to think for the brand with meaningful creatives which are brand-relevant, even as they help to build salience in the most clutter-breaking manner. By introducing new categories, the platform also celebrates the latest trends and recognizes evolving communication needs of the rapidly changing consumer and media landscapes. This year, I am glad to observe that the judgment procedure was well structured and transparent, leading to deliberation and comprehensive judgment, and helping to set the course in the right direction. Finally, while Commwards are a great motivation for Agencies, they are also a beacon for clients as they scout for new creative partners. To this end, the awards play a vital role in bridging these two important stakeholders and forging lasting relationships.

The Commwards are an inspiration for excellence in the creative arena and, outside of academia, the fraternity recognizes BBF almost as a custodian of brand management in the country. We expect Commwards to pave a path for industry aspirants to place Bangladesh more and more on the map of exceptional brand communications in the years to come. For its undeniable impact on the industry, I wish BBF all the best as it steps into its ninth year of Commwards.



Kashtan Habib
Creative Director
Adcomm Limited

“I hope in the future we can invest more rigorous time in studying the cases and then provide our valuable judgment. My heartiest congratulations to the winners of Commward 2019 and wish good luck to the participants who couldn't have triumph this time, but will come stronger in the future.

The quality of the advertisements are going down. The creatives have great ideas and designs, the clients have the needs and funds, but somehow the outcome is not being satisfactory. We did not get enough good works this year to judge from and I hope this will work as an alarm for agencies and clients both to come up with better and more innovative and modern communication materials to promote their brands.



Iresh Zaker
Managing Director
Asiatic Experiential Marketing Ltd.
& Deputy Managing Director
Asiatic JWT/Asiatic 3Sixty

“We have been going through a transition period for last 2/3 years. This year we've experienced some new approaches & few experiments. We should continue the journey wholeheartedly & be more brave. Let the coming year be more interestingly experimental.

Communication Summit 2019

CREATIVE LEAP IN THE AGE OF DISRUPTION

Keynote Speakers



Tay Guan Hin

Founder/Chief Creative Officer, TGH Collective
Creative Change Catalyst, APAC Global Advisory



David McCaughan

Co-founder, Marketing Futures
Storyteller@bibliosexual



Surjo Dutt

National Creative Director
FCB ULKA

3 Keynote Sessions

3 Panel Discussions

5 Insight Sessions

3 Breakout Sessions

1 Dialogue Session

PROJECT AGROBANKING

Agency : Grey Advertising Bangladesh Limited

Silver | Activation & Promotion



BACKGROUND: The paradox about Bangladesh is that it has become one of the fastest-growing economies in the world but half of its adults are financially excluded. Agriculture is the largest employment sector and rural farmers also make up the largest unbanked population by profession, a number that stands at 36 million. The unbanked farmers don't have enough cash to go to banks, but they grow fresh produce which is often yielded more than needed. United Commercial Bank (UCB) decided to bring a change in their outlook about the financially excluded ones and make the banking facilities approachable and accessible for them.

OBJECTIVES: To bring a change in their outlook about the financially excluded ones and to solve the farmers' problem of accessing banking services and getting fair price for their excess produce.

CORE IDEA: The idea was to replace the middlemen in order to solve the problem for both the farmers and the country's economy by making use of their excess produce. The idea took the form of AgroBanking to transform fresh fruits and vegetables into bank accounts. It allows farmers to open micro-savings accounts in exchange for their produce enabling farmers to build credit histories, amass savings and eventually become eligible for other benefits like loans.

EXECUTION: UCB only had UCash and UCB Agent Banking outlets and points in some villages but no branches.

Thus, Co-branded points of UCB and Shwapno were set up, where the UCash points or UCB Agent Banking points were available, and in mobile vans where none of these were available.

At those points, the fresh produce was collected by UCB and the equivalent amount of money was deposited into the farmer's account. The farmer would get an SMS- notification and could keep records in their deposit book. One could also withdraw from his account at that point. The price would be fixed every morning based on the rate in the wholesale market. Everyday Shwapno's van would take the fresh produce to the nearest Shwapno outlets. A few weeks prior to the launch, megaphone announcements and posters were posted in the implementing areas.

IMPACT: Since its launch, roughly 4,000 new accounts were opened and 58 tons of fresh produce were collected. Positive conversations started happening on social media about the potential of this concept to reduce poverty. The initiative generated 42 media impressions to date, worth more than USD 1.5m. Though the project was initially launched in one village, 115 more villages are showing interest and requesting UCB and Shwapno to start AgroBanking at their villages as well. So far the project has been implemented in 5 villages, and will soon be implemented in 9 more.

“BESHI DIYE KHUSHI” #EVERYBODYKHUSHI

Agency : Integrated Marketing Service Ltd.

Silver | Activation & Promotion



BACKGROUND: Bangladesh is known as a hospitable nation; a part of the country's natural behavior is to give a little more than expected. Banglalink also resonates in the same way with their consumers, and always provides a little bit extra in terms of services and products. Banglalink thus positioned itself as a brand which offers its consumers more for less.

OBJECTIVES: To establish the consumer perception that, “Banglalink gives more” & to create buzz by leveraging the new TVC of Shakib Khan.

CORE IDEA: Bangladesh is a musical nation. From the tea stall to the cricket gallery, everything is synced to the beat of music. Nothing represents happiness better than music here. This insight was used to develop an augmented dance app named “Dance-Off Challenge”.

The app contained the dance steps of Shakib Khan and Nusrat Faria from the recent Banglalink TVC. Through this interactive dance, people could participate & challenge each other in a dance competition with either of the stars.

EXECUTION: In all divisions of Bangladesh the campaign

was executed in two different ways: an indoor setup where we installed a kiosk (with four TV monitors in a single screen plus a camera) and a branded caravan (single side LED screen) activation along with a branded microbus. The whole activation period lasted about one month and we covered more than 100 areas across the country.

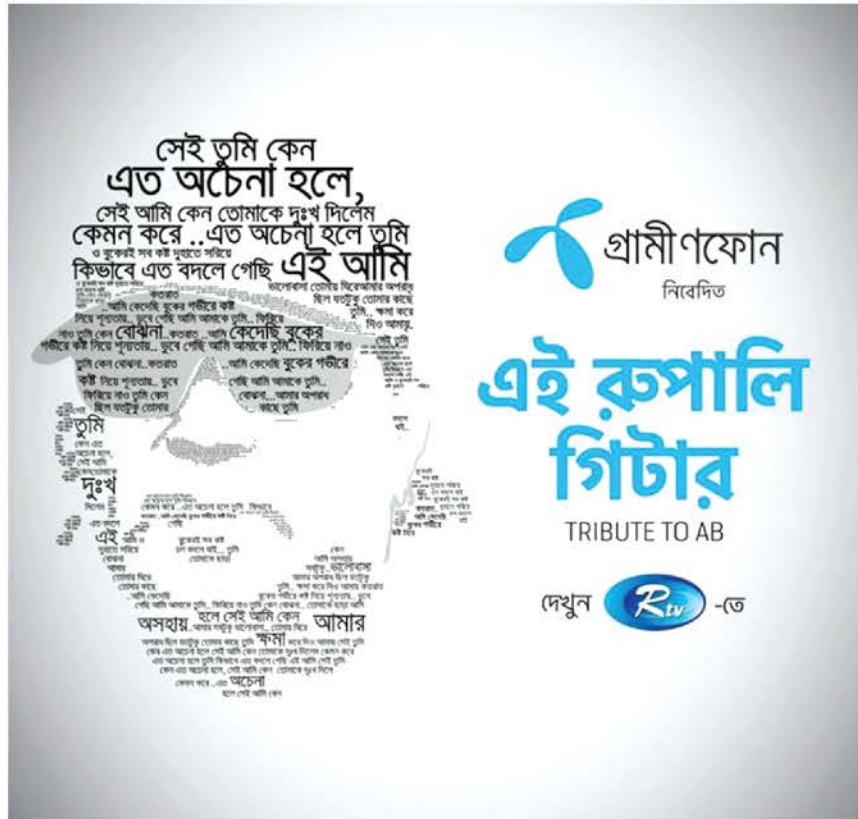
First, an audience member was approached for participating in the dance challenge. Then the participant danced with their desired star (Nusrat Faaria or Shakib Khan) through the augmented reality app. The participants received a message on his/her performance. Rewards were given after the completion of the challenge. They took selfies with their desired star with different props. Lastly, their data was collected and different offers offered by Banglalink were communicated to them.

IMPACT: A total of 17,627 people took part in the dance-off challenge. Data of 33,424 people during the whole activation was collected. Total indirect contact stood at 504,450. The digital reach of the activation content was 3,000,000+. The grand total of the activation reach was 3,500,000+.

TRIBUTE TO AYUB BACHCHU BY GRAMEENPHONE

Agency : Magnito Digital Ltd

Silver | Activation & Promotion



BACKGROUND: Ayub Bachchu was a legendary rock guitarist, composer and singer-songwriter from Bangladesh. He was the founder of the Bangladeshi Rock band LRB, through which he earned enormous successes in the music industry as the lead singer and lead guitarist of the band. Ayub Bachchu's lyrics and music will always make the older generation nostalgic. Many of the new Bangladeshi rock bands started professional music careers after being inspired by the legend himself. Most of the young generations at the moment either don't know or are gradually getting to know about his contribution to Bangladeshi rock music. The rock legend's untimely death left the entire nation devastated.

OBJECTIVES: Grameenphone wanted to give AB the proper send-off he deserved. They wanted to celebrate the career and life of this legendary rock star of Bangladesh.

CORE IDEA: The idea was to create a digitally-driven activation & promotional campaign titled "Tribute to AB." Since Ayub Bachchu touched the hearts of people from all walks of life and different ages, it was decided to connect to them all through Facebook & YouTube.

EXECUTION: Grameenphone reached out to 6 universities

which were willing to take part in the activation & promotional campaign for Tribute to AB.

Songs of Ayub Bachchu were covered by the universities and professional videos of those were produced and uploaded on Facebook & YouTube. This required hours of rehearsal and intense coordination with the production team, because the shoots were done in different locations.

Afterward, radio and television shows were produced where various prominent musicians covered the most famous songs of Ayub Bachchu. The shows were also streamed live on Facebook & YouTube, generating additional engagement and share-ability on social media channels.

IMPACT: There was great response because of the digitally-driven activation & promotional campaign. Grameenphone's YouTube channel subscription increased significantly during the campaign, the number of viewers during the live broadcast of the radio & television shows was enormous and the songs covered by the universities received millions of video views. The campaign generated 51.3 Million Reach, 14 Million Video Views, 8.4 Million Engagement, and over 31,000 Shares.

VASELINE MEET THE AMAZING GIRLS

Agency : High Voltage Limited & Singularity Limited



BACKGROUND: In a country where cricket is almost like a religion, the women's national team often goes unnoticed despite putting up ground-breaking performances time and again. There is a social stigma around women attending outdoor activities & sports. Yet against all odds, the women's national cricket team has been making the nation proud lately.

Vaseline, being the official sponsor of this team, wanted to let people know about the team and their success to inspire all the girls to break the shackles and go beyond.

OBJECTIVES: To let people know that there is a Women's Cricket Team in Bangladesh in a uniquely interactive way, establish the players as icons to motivate the young girls and women and to create a hype about the team and generate top-of-mind awareness for Vaseline.

CORE IDEA: The big idea was to create hyper-realistic, walking, moving, smiling virtual cricketers of national Women's Team inside a giant screen who would interact with visitors and guide them to an interesting experience of taking an augmented reality photo with the entire team. They wanted to introduce the players in such a way that people get amazed and intrigued at the same time and take home a fan-photo memory which will remind them of the experience and the players.

EXECUTION: In Bashundhara City Shopping mall, just beside cineplex, an interactive LED Wall was erected where the key players from the women's team stood as if they were really there and interacted with everyone passing in front of it with the help of technology. Through state-of-the-art image processing, they analyzed human movement in front of the screen. Virtual players followed them interactively to guide towards an Augmented Reality photo booth where someone can take a picture standing with the entire women's cricket team.

The augmented photo then got printed and uploaded in the cloud right away. A custom QR code was then generated through which people could share their photos online.

IMPACT: In 15 days of activation, 1,426 augmented photos were taken, around 7,000 people interacted and almost 100,000 people saw the campaign physically. In social media, people shared with the hashtag #gotigressgo and thousands of photos got shared in social media through direct QR code integration at the campaign.

Given that winter is the month when Vaseline needs good traction, it was carried out at the beginning of season which created a great top of mind awareness and thus resulted in sales jump by a huge margin. Through this campaign, women's cricket team got followers which also led to better brand exposure.

তোমার আমার সবার বেশি বেশি দরকার



‘বেশি’ এখন সময়ের দাবী। টকটাইম কিংবা
ইন্টারনেট দেশজুড়ে সবারই বেশি বেশি দরকার,
যা বাংলালিংক দেয় বারবার।



COCA-COLA BANGLA EKHON BANGLA TOKHON DEBATE COMPETITION 2019

Agency : Interspeed Activation Ltd

Bronz | Activation & Promotion



BACKGROUND: Coca-Cola Bangladesh Ltd. wanted to organize a Bengali debate competition for the college and university students of Bangladesh as a part of its 5th consecutive month-long campaign for the International Mother Language Day named “Bangla Ekhon, Bangla Tokhon” with the theme of Sharing A Coke. The Concept was to highlight the evolution of language and bridge the void between older and newer generations by introducing the youngsters with the original meaning of words that have changed over time.

OBJECTIVES: Showing the support of Coca-Cola to the nurturing of the Mother Language, creating brand visibility, establishing a positive brand image, involving people through engagement activities, free Sampling and creating a bridge between the language now and then through the activities.

CORE IDEA: They were to design the campaign in such a way that focuses on debate competition as well as creates a bridge between the languages now and then, to introduce the youngsters with the original meaning of a word which has changed over time. Assessing the brief they got the idea of a full-fledged campaign which had 2 parts- Consumer Engagement and Debate Competition. They introduced 2 engagement activities through which they engaged students and introduced them with several words which have different meanings nowadays than it had in the past. The debate topics were also selected carefully to encourage them towards nurturing their mother tongue.

EXECUTION: It was a nationwide campaign. They organized a 2 day event in 7 Divisions (7 events) including brand activation and a debate competition on the last day. 168 colleges and universities from around the country attended the campaign (total 112 colleges and 56 universities). 7 Days pre hype was done using posters and x banners in each

campus. The full campaign ended with a gala event at Dhaka where college and university level debate champions were selected. They collaborated with the NDF and university debating club for pre hype and smoother execution of the event. One of the most challenging part for the campaign was to create engagement for brand activation that communicates the campaign tagline of Bangla now, Bangla then as well as encourage people to learn and preserve the original meaning of words through the activities. Depending on that thought we introduced 2 engagement activities.

Activity 1 (Complete the story): The participants would have to complete a small story filling some blanks with words printed on bottles within a specific time period. The words used in this case are dual meaning words which are featured in the Coca-Cola bottles. The person to complete the task in time wins a t-shirt.

Activity 2 (Vote and Share new Word): It was an online engagement where people would login to a microsite and vote whether they comply with the dual meaning words or not and submit new words of such type. Anyone votes or shares a new word wins a coke.

IMPACT: Coca-Cola “Bangla Ekhon, Bangla Tokhon” is the largest campaign done for Mother Language by any organization till now. They perfectly executed the campaign involving 168 educational institutions under 1 month which was a great executional challenge and got amazing response from the students. They were amazed to learn about the new words and their meanings. Many new words were submitted. All these helped in exercising many Bangla words which were lost or which lost their meanings due to the change over time. In addition to these, the campaign was a huge success. The numerical figures states that very clearly-

Direct Reach: 8739 (7 events); Indirect Reach: 229,600 (approx.); Sampling through voting: 5230

XTREME XPLORE

Agency : Mediacom Limited

Gold | Art Direction



BACKGROUND: Xtreme is a premium condom brand of SMC. This brand is all about thrilling side of love making. To be in the top of mind of the consumer print communication was required.

OBJECTIVES: Increase brand awareness in terms of proposition of the brand .

CORE IDEA: They associate thrill & adventure side of love making with the brand.

EXECUTION: Marking a mapping sign on female wet figure portrayed as high landscape and calling for explore; that was the visual execution for xtreme. Adventurous side of love making was represented through this visual. Explore the hidden territories to get extreme pleasure was the overall message of this visual communication.

IMPACT: It reached to 228,223 people and 5694 people were engaged in this post.

BIJOYER GOLPO - RFL 16 DEC CAMPAIGN

Agency : Bagher Bachcha Digital



Silver | Art Direction

BACKGROUND: RFL Group, being one of the largest conglomerates in Bangladesh, offers products and services for almost every household in Bangladesh. As 2018 Victory Day commenced, RFL Group saw the opportunity to create resonance with one of our most cherished passion points- the 1971 Liberation War. RFL wanted to connect with the TG by giving a tribute to the greatest moment in Bangladesh's history. And as the main tool for this campaign, it brought forth one of the original art forms of Bangladesh-the Rickshaw Paint.

OBJECTIVES: The goal was to connect with the TG and create brand resonance by: Associating with their passion point by showcasing the heroism and the adventures of our Liberation War, restaging the stories in the form of Rickshaw Art, generating talkability and creating the brand resonance.

CORE IDEA: Core idea was to tap into consumers' minds through using a regular commute element and turn it into an instrument that can showcase the exciting stories of '71 as well as making it a thought provoking art piece. So the strategy was to firstly finding out the stories in which the TG could see themselves into. Thus the idea of showcasing these heroic stories came into being as the "Bijoyer Golpo."

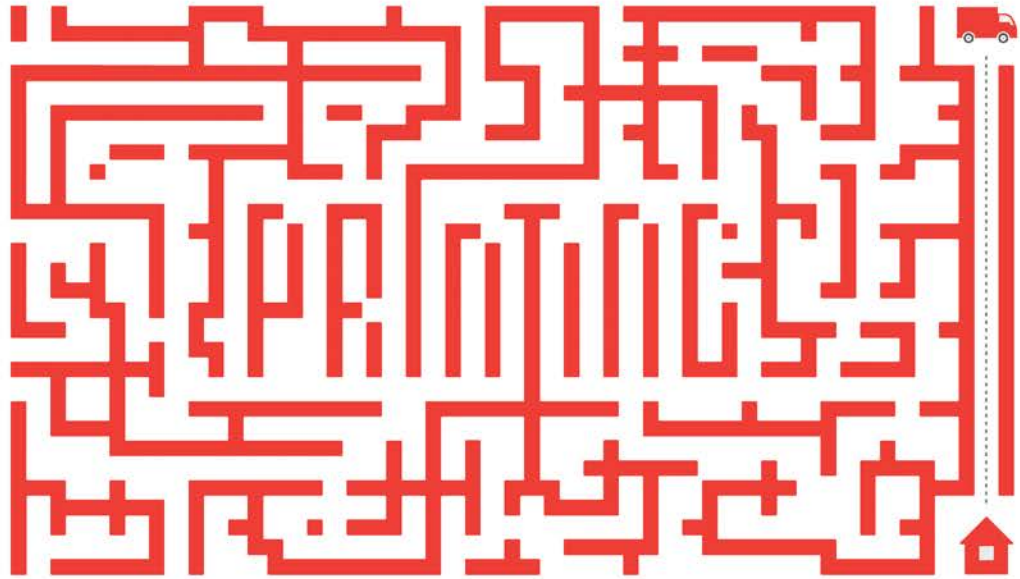
EXECUTION: The challenges were to connect with the TG who has the attention-span of a goldfish and to connect with the generation who sees the world through their phone screens. For that they made the stories visible everywhere – on

rickshaws and CNGs as painting, through scanning QR codes that would tell the stories as animated movies on phones, through microsite, press ads, online video, t-shirts, Facebook profile picture frames – RFL Bijoyer Golpo was everywhere. 1200 special rickshaws carrying the stories and QR code were released all over Dhaka city. Free Bijoy rickshaw rides for Freedom Fighters, physically challenged and elderly people were initiated in Dhaka University area on 16th December. They told 6 thrilling and heroic operations of 1971, held in places like Farmgate, Rajarbagh Police Line, West Rampura, Banani, Dhaka Medical College and Hotel Intercontinental with the main tool being the rickshaw art. All the visuals came alive through that delicate craftsmanship and art direction in vibrant colors, heightened expressions and psychedelic typography. All the art pieces were hand painted before getting digitized, making all of them look and feel authentic. This form of visual made the designs eye-catchy and brought out the cinematic vibes of the real life operations.

IMPACT: The OVC was viewed more than 2.5 million times on Facebook, the campaign reached approximately 3 million people through printed and online news portals and 2.4 Million people through rickshaw, CNG and bus branding, around 12,000 people watched all the six animated videos through YouTube and microsite, the Rickshaw Arts were appreciated and generated talkability and by spending around 10 Million taka, the campaign generated almost 35 Million taka worth of PR Value.

MOODRON PRINT ADVERTISEMENT

Agency : Terracotta Red



मूड्रन

Avoid the labyrinth of printing!

We simplify printing by providing reliable printing solutions to the comfort of your own home. No more travelling across town to get your prints. Simply sign up, upload & relax.

www.moodron.com

Silver | Art Direction

BACKGROUND: Moodron is a revolutionary online digital printing solution that simplifies printing by bringing commercial quality and scale of printing right to the doors of the customers. It is a web platform with a comprehensive UI through which any users can upload what they want to print and have it delivered right to their doorstep with cash on delivery. As part of the overall branding and communication strategy we were given a task to design an effective visual that communicates the brand messaging and reinforces the brand identity as the reliable printing solution of the future brought to the present.

OBJECTIVES: Given the digital nature of the product, only a fraction of the marketing budget was dedicated to print. The objective was to maximize the effectiveness of the ad with the minimum ad space available. To do this the ad needed to be concise enough to get the message across and bold enough to stop the user in her/his track.

CORE IDEA: The visual was designed to communicate the brand's core message: Moodron makes printing accessible to everyone. Anyone can avoid the hassle and uncertainty of printing and get commercial printing done from the comfort of their own home. The uncertainty, unreliability and overall lack of insight of the printing industry to a regular customer

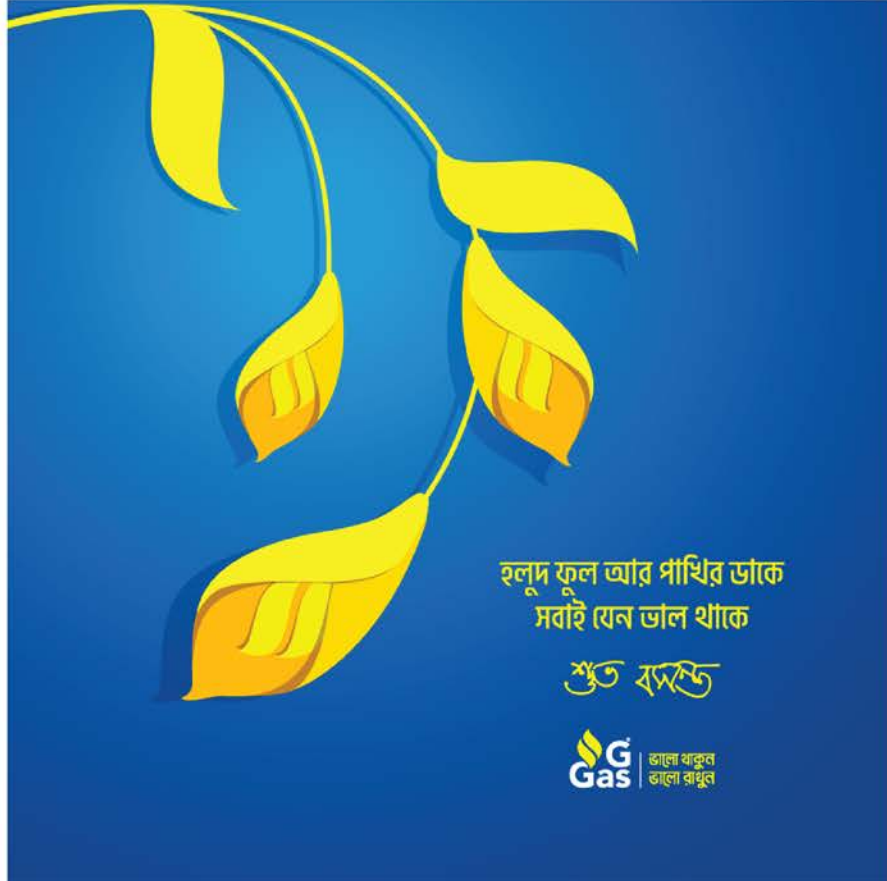
can only be akin to a maze. What does moodron do? It lets you completely bypass that maze and makes printing easy as point A to B.

EXECUTION: The maze's design is centered around typography with the walls of the maze forming the word 'printing' right in the middle of the maze as a visual representation for the metaphoric 'maze' that is associated with the hassles of printing. To the right of the maze, there is a much simpler straightforward path. The eyes naturally start from the left, coming onto the maze and then finding the much simpler solution.

IMPACT : The ad strengthened the company's position as a reliable, modern brand that makes something complicated easy and accessible. It set the path to establish Moodron as a brand for everyone as opposed to a traditional brick and mortar shop in some faraway alley. Furthermore, in general Moodron gets 95% of website page views through referrals (mostly from Facebook and Google Search). The direct hits contribute very roughly from 4-5%. After the ad was published in the magazine, the direct hits spiked to 39% by bringing in 116 unique users to the web platform. 40+ phone calls were received in the contact number that was provided in the ad for further inquiries. Moodron managed to strike deals with 16 companies for their corporate printing.

GGAS - ভালো রাখার অঙ্গীকার

Agency : Asiatic JWT/Asiatic 3Sixty



BACKGROUND: In an era of shutter stock generated contents, it is very difficult to stand out with unique designs which will create a recall for the particular brand. G-Gas LPG, a sister concern of Energypac, started its journey two years ago selling LP Gas for the masses. LPG industry being fiercely competitive than ever, G-Gas needed to make a signature of its own which will help the brand stand out amongst the big players specially in the digital arena. The brand belief is “Bhalo Thakun, Bhalo Rakhun” which gives the brand to own a space that is more socially responsible in promoting social welfare and essentially, “social good” amongst its competitors and simultaneously create a visual identity for itself.

CORE IDEA: The idea is to utilize G-Gas logo's key element 'burning flame' through contextual contents based on different occasions.

EXECUTION: The process of making the contents for its digital communication always had the “brand-first” approach. The two primary colors of the brand, yellow and blue, were constantly used in all its communications. The color blue has been given prominence because it embodies trust and loyalty. The yellow, on the other hand, showcases the energy and positivity the brand hopes to exuberate. A part of its logo

consisted of the burning flame, which represents the brand's everlasting promise to deliver “social good.” They always use the flame of the logo as a primary element of the brand as to endorse itself in all of its communication. To become contextually relevant, G-Gas decided to tap onto the contextually relevant days of the masses, for e.g. Mother's Day, Women's Day, Pohela Boishakh, Peace Day, Boshonto Dibosh, Women's Day, etc. They used a very minimalistic approach in transforming the burning flame into visual elements which reflects each of the occasions. And with every occasion, this very functional brand slowly became a brand with a very strong emotional appeal. The copies used always had a socially responsible angle to it. The stories told via the communication always landed onto the hopes of doing well for others. Overall, the contents made for G-Gas on digital fronts lived up its belief of “BhaloThakun, Bhalo Rakhun.”

IMPACT : They conducted several FGDs among the digital TG audience & found out the brand recall increased significantly from last year. On an average, 8 out of 10 people were able to distinguish G-Gas content by seeing the visual cues when compared with competitors' contents. Also, they achieved 7.5% rise in fan growth as well as a 5% increase in organic engagement.



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[ig / samsungelectronicsbd](https://www.instagram.com/samsungelectronicsbd)

BIOSCOPE GLOBAL LAUNCH CAMPAIGN

Agency : Magnito Digital Ltd.



Bronze | Art Direction

BACKGROUND: In Bangladesh there is no subscription charge to enjoy Bioscope. In March, 2018 Bioscope decided to go global and monetize from there (Locally it remained free). Therefore, we came up with a plan to launch Bioscope Globally. We segmented the NRBs into two groups, 'blue collar' and 'white collar'. Through their research they found that the most potential Blue Collar segment resides in Malaysia and the White Collar segment resides in New York.

OBJECTIVES: NRBs all over the world yearn to see Bangla content but can't find any readily available sources. Whereas, Bioscope is very affordable and mobile.

CORE IDEA: As part of this big idea, they targeted 14th April (Pohela Boishakh) to reach the NRBs in New York. They used Social Media, Google Display Network and our Website and integrated them with the Big Launch Activation in New York City.

EXECUTION: First they ran awareness campaign through Facebook, GDN and our website to create the buzz that Bioscope is Global now. Then they did a two days activation in NYC on 13th and 14th April, 2018. The activation had

Two Phases: Onsite - They set up a stall in the Pohela Boishakh Fair at Queens Palace in Woodside which is one of the most popular fairs/programs among the NRBs in NYC. We built and installed an actual bioscope in the stall. Inside the bioscope there were LED monitors where Bioscope's original contents were played. The Bioscopewala entertained the crowd and educated them about the Bioscope App.

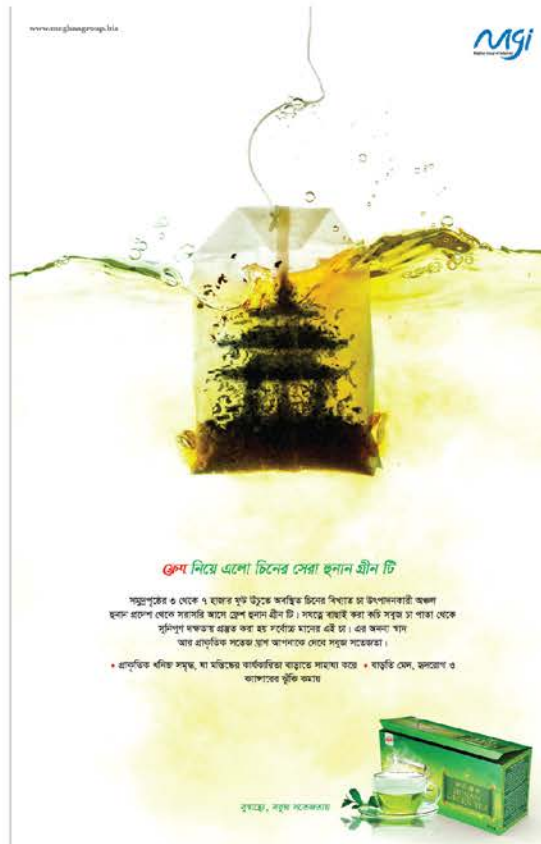
Offsite - The offsite activities included a road show where a Baul and Dhuli with Bioscopewala traveled around New York with the Bioscope and stopped in Bangladeshi concentrated areas. Other activities included handing out flyers, putting up posters, distributing sweets, branded coaster and hand fans. These activities also enabled us to collect data from people and make them aware about the Bioscope app.

IMPACT: they ran conversion ads and GDN afterwards and as the awareness was created, the YouTube channel subscriptions came in. The MAU and DAU KPIs were met and exceeded our expectations. Furthermore, 20,000 people were reached through the two days activation.

FRESH HUNAN GREEN TEA LAUNCH

Agency : FCB BITOPI

Bronze | Art Direction



BACKGROUND: Fresh is a leading brand in the country and has various product offerings. It's a trusted brand, and almost every household in the country uses a Fresh product. Green tea has been enjoyed in China for over 5000 years. Green Tea has some health benefits such as weight loss, reduced risk of cardiovascular disease, a lower risk of cancer, improved brain function and many others. Now its demand is growing in Bangladesh market.

OBJECTIVES: Launch Fresh Hunan Green Tea in Bangladesh

CORE IDEA: Create a unique print ad for Fresh, that stands out from the clutter of ads, and also focuses on the 'Chinese' factor in the ad.

EXECUTION: They created an element, the 'Chinese' temple mark in the tea bag, to create the Chinese connection. They have published the press in The Golf House, Business Times, Bangladesh Brand Forum and other leading dailies of the country.

IMPACT: The ad created tremendous response, and contributed to significant sales of the product.

২১ শে ফেব্রুয়ারী (21ST FEBRUARY)

Agency: O&Z Solutions

Gold | Best Campaign By New Agency



BACKGROUND: Bangladesh is the only country that fought for its mother tongue, Bangla. The mother tongue is deeply ingrained in the roots and national identity of the country. However, Bangla is not the only language present within the country. There are many speakers of different languages present in the country, especially the different languages of ethnic groups living in the hilly areas of Bangladesh.

However, many Bangladeshi nationals can often be seen criticizing other languages which is not a good practice.

OBJECTIVES: To create awareness among people and induce them to stop criticizing other's languages, whether intentionally or unintentionally

CORE IDEA: The main idea was to create a social awareness to respect other's languages and stop criticism.

EXECUTION: The execution of this campaign started with putting up the Tribal language banners in tribal areas as well as CNG branding. On 21st February, a press ad in local newspapers was given. 8 Facebook posts in 8 different local languages was also published. Finally, an OVC was launched to support the campaign which was applauded a lot.

IMPACT: The campaign consisted of Banners in Bangla as well as in different tribal languages, CNG Branding, 8 Facebook posts in 8 local languages, and 1 OVC. The communication was vastly accepted and well received by the general populous. They shared the contents along with showing support to the cause. The videos were viewed approximately 1.6 million times and shared 8,500 times. These metrics are still rising as of now.

ROBI MISSION KOMBOL

Agency: X



BACKGROUND: Bangladesh is a very poverty-stricken country. In the winter months, poor people of Bangladesh cannot afford winter clothing and blankets and a lot of people die due to the frigid temperature. A lot of winter cloth collection drive takes place during this time but people donate for a faceless cause and that lacks transparency.

OBJECTIVES: Robi decided to create a platform through which all could help the needy people during the harsh months of winter in an innovative way. The objective was to create an easily accessible, transparent and innovative platform for donors and to establish Robi itself as a digitally innovative brand.

CORE IDEA: Robi came up with the idea of introducing a website through which people could donate money for buying blankets. People would have transparency over the whole process and they would be able to see where their money was ending up. On an important note, Robi wanted to

differentiate the whole process by adding unique value to the user experience of the platform.

EXECUTION: A website named "Mission Kombol" was developed for the campaign. Through the website, people donated money equivalent to blanket prices for poor people. An emotional video was published which was made to portray the condition of that zone and this drove the traffic to the website. The database of the poor people was retrieved from TMSS. Finding Bangladesh held an event in order to raise donations. Celebrity endorsements were utilized to attract public attention. Different organizations were approached to generate massive donations. As a part of adding more value, the donors were kept up to date about the whole donation drive. The donors received push SMS whenever the intended received the blankets.

IMPACT: This initiative helped provide winter clothing for 1300 families in Panchagarh.

VASELINE MEET THE AMAZING GIRLS

Agency: High Voltage Limited



BACKGROUND: In a country where cricket is almost like a religion, the women's national team often goes unnoticed despite putting up ground-breaking performances time and again. There is a social stigma around women attending outdoor activities & sports. Yet against all odds, the women's national cricket team has been making the nation proud lately.

Vaseline, being the official sponsor of this team, wanted to let people know about the team and their success to inspire all the girls to break the shackles and go beyond.

OBJECTIVES: to let people know that there is a Women's Cricket Team in Bangladesh in a uniquely interactive way, to establish the players as icons to motivate the young girls and women and to create a hype about the team and generate top-of-mind awareness for Vaseline.

CORE IDEA: The big idea was to create hyper-realistic, walking, moving, smiling virtual cricketers of national Women's Team inside a giant screen who would interact with visitors and guide them to an interesting experience of taking an augmented reality photo with the entire team. We wanted to introduce the players in such a way that people get amazed and intrigued at the same time and take home a fan-photo memory which will remind them of the experience and the players.

EXECUTION: In Bashundhara City Shopping mall, just beside cineplex, an interactive LED Wall was erected where the key players from the women's team stood as if they were really there and interacted with everyone passing in front of it with the help of technology. Through state-of-the-art image processing, they analyzed human movement in front of the screen. Virtual players followed them interactively to guide towards an Augmented Reality photo booth where someone can take a picture standing with the entire women's cricket team.

The augmented photo then got printed and uploaded in the cloud right away. A custom QR code was then generated through which people could share their photos online.

IMPACT: In 15 days of activation, 1,426 augmented photos were taken, around 7,000 people interacted and almost 100,000 people saw the campaign physically. In social media, people shared with the hashtag #gotigressgo and thousands of photos got shared in social media through direct QR code integration at the campaign.

Given that winter is the month when Vaseline needs good traction, it was carried out at the beginning of season which created a great top of mind awareness and thus resulted in sales jump by a huge margin. Through this campaign, women's cricket team got followers which also led to better brand exposure.

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DEBI – MISIR ALI PROTHOMBAR PROMOTIONAL CAMPAIGN

Agency Purplebot Digital Limited



BACKGROUND: Based on the popular novel by Humayun Ahmed, “Debi - Misir Ali Prothombar” garnered a lot of attention, putting this very important piece of Bangla literature under the microscope. Produced by Jaya Ahsan and directed by Anam Biswas, it was one of the most anticipated movies in recent years.

OBJECTIVES: Whilst Misir Ali was trying to solve his own complicated mysteries, Purplebot Digital Limited needed to figure out how to pull off the most successful marketing campaign in Bangladeshi film history. The objective for the film was simple: build enough hype and excitement to bring the audience to cinema halls.

CORE IDEA: The journey of a moviegoer was mapped and Purplebot wanted Debi to be present across all the touchpoints. Multiple mediums consisting of Digital, PR, traditional and offline marketing were carefully crafted to develop the marketing mix. The strategic approach had to be sound.

EXECUTION: The Facebook page was the hub and cornerstone for all of the campaign’s activities along with the official website. The character teasers and the final trailer for

the movie received millions of views each across multiple platforms. Following the release of the hit songs, the tiktok challenge and poster design contest were launched. To maximize the hype, we had hundreds of celebrities across various industries promoting the movie. During the whole campaign there were various trivia, quizzes, character introduction posts, countdowns and behind the scene videos. During this whole period, Debi was heavily featured on newspapers, magazines, talk shows, radio shows and online portals on a 360-degree spectrum. Debi cast with the team went to various cinema halls, universities and locations across the country. Jaya Ahsan and Chanchal Chowdhury appeared on Maasranga TV as newsreaders.

IMPACT : It reached millions of people across the world and the engagement was constantly higher than any traditional campaign due to the interest of the people. It was the key topic of discussion not only for cinephiles, but also for the general public. It had a huge opening in halls and Debi was dubbed the most commercially successful movie of 2018 in the Bangladeshi cinema lore. Creating milestones in marketing a film along the way.

END CHILD MARRIAGE CAMPAIGN – PHASE 2

Agency : Asiatic JWT/Asiatic 3Sixty



BACKGROUND: In Bangladesh, 18% girls are married off before 15, and 52% are before 18. Despite strict laws, a major part of the population is reluctant about it. The government has a vision: Ending child marriage by 2041, eliminating under 15 marriage rates and reducing under 18 marriage rates by one-third by 2021.

OBJECTIVES: To induce rapid shift and social norms and attitudes, a national multimedia campaign was launched by UNICEF, the Government, and the partners. The target was to stand against the practice and make it everybody's responsibility.

CORE IDEA: The breakthrough idea was to reposition child marriage from celebration to totally unacceptable offense. The creative tool is a beat of protest which is alternative to the sound of celebration. Fictional stories, as well as real life testimonials, shared their messages through PSA's, a TV drama series and the social media.

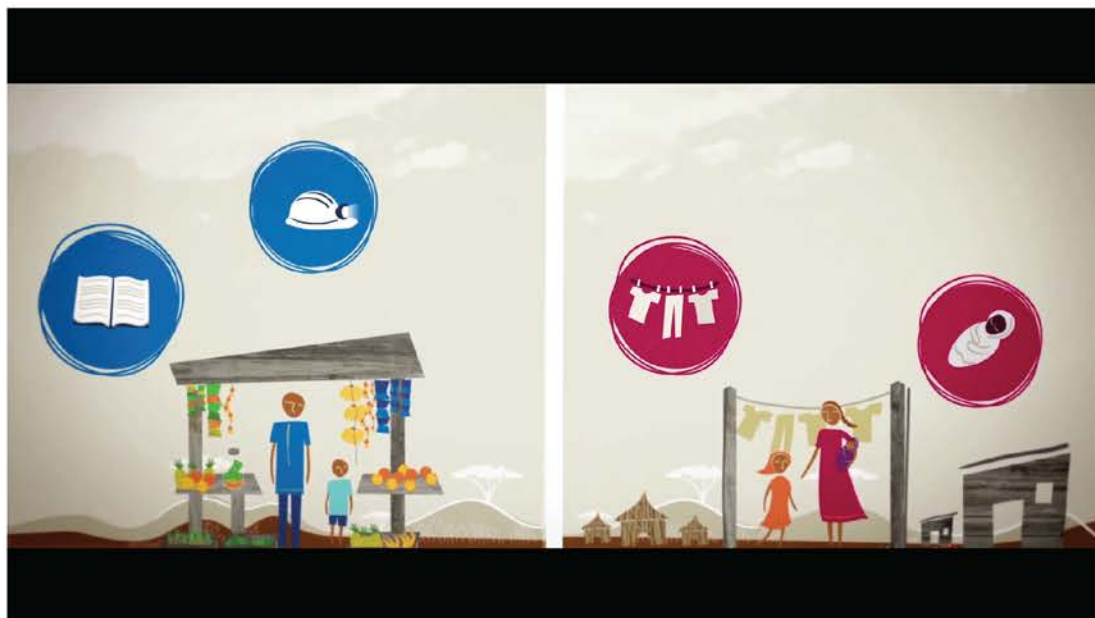
EXECUTION: The main campaign vehicles: 3 TV spots, 26-episode Enter-Education drama for TV, radio and digital platforms, 45 minutes drama for local screening and outdoor materials (billboards, wall paints).

IMPACT: 12 TV stations aired PSAs for free (worth \$170,190), 5 TV channels donated free broadcast time (worth \$90,785) for the drama-serial, 20 Radio channels broadcasted PSAs for free. In social media 58,039,410 reaches, 1,577,645 engagements and 17,311,219 views throughout all contents. The National Helpline number featured in the PSAs generated 2200 - 2500 calls per day to Ministry of Women and Child Affairs (MoWCA). The campaign won Silver in 2018 APAC Effie Awards, Inaugural Gold in Telly award 2018, SM4E Social Media Activation Awards 2018 and three Accolade Awards in 2017, 5 Commwards by Brand Forum and in 2019 two awards in IndieFest Film, and the drama series won Bronze in Telly Awards. M&E of the campaign included research to access campaign assessments, found a 17.4% increase that people didn't know about any child marriages in their community in the past 1 year.

নতুন ভালোবাসা - VALENTINE'S DAY CAMPAIGN BY GRAMEENPHONE

Agency : Magnito Digital Ltd.

Silver | Campaign for Women



BACKGROUND: Bangladesh has experienced rapid economic growth over the years. While the country has gained economic advancement, it still remains bound with social stigma & cultural boundaries. While children are still forced to pursue traditionally accepted career paths, women are not given the social freedom of living according to their own wishes. Grameenphone decided to highlight these social problems by focusing on the female gender so that it is able to influence a positive mindset and inspire a change in the thought process of the people of this country which might one day create a more free and supportive environment for all women.

OBJECTIVES: Being aligned with the idea of নতুন ভাবনায় নতুন পথচলা, Grameenphone decided to highlight the social barriers faced by women in life because of divorce. The campaign moves forward by telling women to love themselves and not let social stigma stop their progress in life. Therefore, the objective is to change the perspective of the Bangladeshi people towards the progressive women of the society.

CORE IDEA: The idea was to create an OVC which highlights the life of a woman as they are subjected to a high level of social shaming because of their failed marriage. By depicting the life of a divorced woman, showing how the society views her as damaged or judges her for having the bravery of escaping from an unhappy marriage, GP wanted to

highlight that the society sometimes looks at issues from an illogically conservative point of view & that it is time to change our thoughts & opinions for creating a more positive & accepting society.

EXECUTION: GP created an OVC depicting the journey of a woman after her divorce, how she feels lost at the beginning but eventually finds meaning & positivity in her life. The OVC shows the thoughts of a woman & how she feels the presence of judgmental & pitiful eyes of the society looking down on her. It shows how she finds her way to a life where she discovers that she does not need anyone to be happy. She realizes that being a divorced woman is not a reason to stop her life. She decides that she needs to learn to love in a new way that before everything else, she needs to LOVE HERSELF.

IMPACT: The campaign had 10 million reaches, 2.7 million in engagement, 7.1 million Video Views & over 30,000 shares on social media channels. The campaign was also featured on national & international media, including Ads of the World. On top of all, the OVC managed to create conversations around the topic of divorce in a way which does not lead to blaming or shaming a divorced woman but showing that we need to teach more woman to love themselves & teach them to have the courage to move forward with their life.

TEER MOTHER'S DAY CAMPAIGN

Agency : Adcomm Limited

Bronze | Campaign for Women



BACKGROUND: In our country, almost every family grew up with a culture where women are the ones who must do all the household chores. But have we ever given it a thought that how much worthy it is? CPD (Centre for Policy Dialogue) says, the amount of unrecognized household chores done by women is more than 100 Billion per year.

OBJECTIVES: Teer wanted to point this particular discrimination on the eve of Mother's Day in 2018. By creating an impactful film on mothers' household activities.

CORE IDEA: We took the most common word said by the men of the family to the women of family: "Sharadin Koro ki?" which translates to "What have you done all day?". Where women do almost all the chores as one family home requires, they are often bullied by their closed ones. Standing on this core thought, Adcomm planned to make a digital film and make people aware to acknowledge women's contribution.

EXECUTION: A Digital Film was created on the basis of provided data from CPD. The film portrays a mother who is seen working day to night just to make sure everything is fine. She looks after all the tiny and big things of the family. Adcomm tried to make a picture of the daily works done by the mothers. And in the end through the children the father can be seen realizing the fact of a mother's devotion to the family.

IMPACT: Adcomm was flooded by the viewership in online platforms. Comment sections in social media were showered with praises. Progressive men shared the thoughts in their profiles. Children tagged their fathers and mothers in the video. News media covered the story in online portals. It became one of the most standout video in the competitive marketing arena on Mother's Day eve. In numbers 750K + views, 5K + shares, 40K + likes.

RADIO SHADHIN – RISE UP FOR WOMEN

Agency : Asiatic JWT/Asiatic 3Sixty

Bronze | Campaign for Women



BACKGROUND: In Bangladesh, countless women are victims of various forms of harassment every day at home, office, street, public transport etc. Very few people talk about it, many remain oblivious to its existence and those who are aware do not raise their voice.

Rise Up for Women is a campaign that Radio Shadhin has been organizing in collaboration with Asiatic JWT since 2014. The core theme of the campaign is to spread awareness about violence against women and every year the campaign has reached new milestones through new objectives.

OBJECTIVES: To raise awareness against violence on women, inspire people to speak up and be more inclined to stop the violence, address the toxic masculinity that creates and perpetuates gender roles and create a common platform to bring together people with polar opposite opinions to make conversation happen

IDEA: This year's idea was to make people aware of the impact of the violence/harassment inflicted on women as well as the people around them through the untold stories from different spheres of society.

EXECUTION: Execution Materials/Platforms: Poster, AV, Radio Conference/Talk Show, Influencer Videos, Facebook Live, Facebook Posts, Gala Event, Radio Playback. A 31-day-long campaign was executed which consisted of digital and radio communication in addition to an on-ground conference at the conclusion of the campaign. It consisted of 8 days pre-hype, 16 days main campaign period, 7 days post campaign.

The stories were collected from live phone calls, experiences of field experts and comments on social media, and brought together on a common platform. People also got the opportunity to present their demands to the concerned via the radio communication.

A poster and an AV were developed with the line “ami aar shunte chai na” (I don’t want to hear anymore). The story was as follows: a little girl unable to cope with or help out her mother, a victim of domestic violence, writes to her father asking for a pair of headphones to drown the sound of her mother’s screams. She also vows to stand against all violence against women one day.

The poster was designed in black and yellow keeping the brand color in mind as well as the fact that these deep contrasting colors will instantly grab attention in public just like road signs.

IMPACT: The campaign allowed Radio Shadhin to redefine the ways in which it can construct healthy relationships. The figures portrayed the success of the campaign: Promotional Video, “Aami R Shunte Chai Na”- Reach-1,80,000; View-58,000, Likes-4,260, Reaction & Comment- 6595, Share-1513, 6 Celebrity Videos - Average Reach-26,000; View-8,500, Reaction, like, Comment & Share-300, Daily live conference on Facebook: Average reach-37,000; View-9,500; Likes- 150, Comment- 50, Share-35, Calls Received-Average calls per day around 120, Calls received on Air-10-12 per show

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VASELINE MEET THE AMAZING GIRLS

Agency : High Voltage Limited & Singularity Limited

Bronze | Campaign for Women



BACKGROUND: In a country where cricket is almost like a religion, the women's national team often goes unnoticed despite putting up ground-breaking performances time and again. There is a social stigma around women attending outdoor activities & sports. Yet against all odds, the women's national cricket team has been making the nation proud lately.

Vaseline, being the official sponsor of this team, wanted to let people know about the team and their success to inspire all the girls to break the shackles and go beyond.

OBJECTIVES: To let people know that there is a Women's Cricket Team in Bangladesh in a uniquely interactive way, to establish the players as icons to motivate the young girls and women and to create a hype about the team and generate top-of-mind awareness for Vaseline.

CORE IDEA: The big idea was to create hyper-realistic, walking, moving, smiling virtual cricketers of national Women's Team inside a giant screen who would interact with visitors and guide them to an interesting experience of taking an augmented reality photo with the entire team. We wanted to introduce the players in such a way that people get amazed and intrigued at the same time and take home a fan-photo memory which will remind them of the experience and the players.

EXECUTION: In Bashundhara City Shopping mall, just beside cineplex, an interactive LED Wall was erected where the key players from the women's team stood as if they were really there and interacted with everyone passing in front of it with the help of technology. Through state-of-the-art image processing, we analyzed human movement in front of the screen. Virtual players followed them interactively to guide towards an Augmented Reality photo booth where someone can take a picture standing with the entire women's cricket team.

The augmented photo then got printed and uploaded in the cloud right away. A custom QR code was then generated through which people could share their photos online.

IMPACT: In 15 days of activation, 1,426 augmented photos were taken, around 7,000 people interacted and almost 100,000 people saw the campaign physically. In social media, people shared with the hashtag #gotigressgo and thousands of photos got shared in social media through direct QR code integration at the campaign.

Given that winter is the month when Vaseline needs good traction, it was carried out at the beginning of season which created a great top of mind awareness and thus resulted in sales jump by a huge margin. Through this campaign, women's cricket team got followers which also led to better brand exposure.

ISPAHANI MOTHER'S DAY FACEBOOK CAMPAIGN

Agency : Adcomm Limited



Gold | Copywriting

BACKGROUND: Ispahani Mirzapore's one of the significant works is "Ispahani Mirzapore Banglabid", which was started in the year 2017. Banglabid's key role is to make the younger generation more aware of Bengali Culture, history and mother tongue.

OBJECTIVES: The objective was to create a communication of press in such a way that, the importance of using right Bangla words in our life goes notified. Therefore, the new season of Banglabid came with new twist and questions.

CORE IDEA: "Bangla is Playful". As it was meant to ask for registration prints, the idea was to bring the playful side of Bangla language into the print ads. The copy driven print ad was dedicatedly constructed with three individual word/numeric Bangla puns. The concept was to establish that it's never too late to rise in Bangla; which was the core thought.

EXECUTION: They executed 3 different press communications. In the first one they used neon light which says অবক্ষয় where the light of ব was off. So, it became অক্ষয় | The whole copy was অবক্ষয় নয় বাংলা থাকবে অক্ষয় | in second one there was a puzzle written অচল | One hand just adds one more puzzle written বি. So now it became অবিচল | so here the whole copy was অচল নয়, অবিচল বিশ্বাস. And in the third one they highlighted the new season, new twist and new question patterns. In copy it was saying বছরটা এক নয়, which numerically means the year is 19 and also in words it means New Year. নতুন বছর বাংলায় জাগো ভরপুর ।

IMPACT: After the press communication published the results were absolutely stunning. Over 15,000 people registered for the season and over 13,000 participants joined the selection round. During selection round parents were asking for a guideline to prepare their kids for next season.

COCA-COLA 'BANGLA EKHON BANGLA TOKHON'

Agency : Grey Advertising Bangladesh Limited



BACKGROUND: Language is like flowing water. It evolves as it keeps flowing. As a result new generation does not speak the same Bangla as the earlier generations. So a cold war exists between the two generations on how Bangla should be spoken which increases distance between generations. Also the younger generations have inclined towards foreign language to express their feelings.

OBJECTIVES: The objective was to keep Bangla in the conversation and make the younger generation own the Language by bringing people of different generations or backgrounds in the context of language.

CORE IDEA: The idea was finding out the words that have acquired new meanings or the words that have newly entered the culture and creating a manifesto to make people understand the campaign better.

EXECUTION: The famous song- "Ei dinere nibo amra sei dinero kachhe" helped the audience to resonate with the new song and connected with them emotionally. The lyrics of the song emphasizes on the ever-changing nature of language and the importance of accepting the language as it is. The song calls for different generation to bridge their divides and bond over the language that they hold very dear.

IMPACT: Total campaign reach/impression in digital media- 101 million. Campaign video views (3 videos) - 7.5 million. Music video views- 1.3 million. Campaign Engagement- 8.1 million. Vote cast via microsite- 8,066. Brand Love Score increased by 6% over last year.

CHOKHE NA DEKHLE KI KEU SHUNDOR HOY?

Agency : The PH Factor



Bronze | Copywriting

BACKGROUND: In Bangladesh the number of corneal blindness is 5 lacs. Every year, new 3 thousand people are being added with this number. Posthumous eye donation can largely solve this dreadful problem so easily. But the awareness about the posthumous eye donation is very poor in Bangladesh. Therefore, proper awareness drive is the basic need to solve this problem. Radiant Pharmaceuticals, being one of the top listed pharmaceutical companies came upfront and joined hands together with Rotary Club of Dhaka Central to drive the awareness campaign.

OBJECTIVE: The objective was to build awareness about the posthumous eye donation among the general population of Bangladesh.

CORE IDEA: Eye is the gateway of your heart to indulge yourself in the beauty of life. A blind person is the most unfortunate person in the world who cannot even imagine what beauty is! The idea was to let the general people realize about this deep sorrow of the blind people. This realization will make them grateful to the Almighty and inspire them to be a cause of a blind person to see the beautiful world.

EXECUTION: To achieve the idea, they crafted a story showing the most beautiful and emotional relationship of a mother and a blind child. In this beautiful relationship, mother tells beautiful stories to her blind child. The child has the thirst to know what beauty is and as she cannot see, therefore, she asks the mother if she is beautiful. So a film was made that is that is simple but touchy. The main campaign was “চোখে না দেখলে কি কেউ সুন্দর হয়?”. The whole film was shot in slow-motion to bring intense emotion. The background music gave it a new height in creating an emotional atmosphere. Besides, the ambience sound created the world of imagination for a blind girl and portrayed the wailing of life of a blind person.

IMPACT: On digital platforms the event was highly shared and viewed. Total Reach-774,608; Total Views: 338K+, Reactions: 10K+, Shares: 1.1K+

স্পিড: বাংলা লিখি বাংলায়

Agency : X



BACKGROUND: Due to the nature of the product, people perceived speed as an aggressive and irresponsible brand. They wanted to change that perception by doing a campaign during mother language month (February) which will use

the brand essence “Hebby Energy” in a responsible and constructive manner.

OBJECTIVES: People in social media who write “Murad Takla” Bangla fail to understand how it sounds when one speaks it out loud in proper pronunciation. Speed, the leading energy drink brand from the house of Akij realized that rather than making fun of this phenomenon, one should point out where the problem is by selecting a well-known patriotic song and writing it in “Murad Takla” language and then singing it out loud to prove the point, followed by engaging the audience in such a way that they write the proper Bangla themselves.

CORE IDEA: The idea was to make people realize how bad our beloved language sounds when they use “Murad Takla” language. They planned to release a video content of a man singing a very well known patriotic song “Dhono Dhanno Pushpo Bhora” in “Murad Takla” language which sounded absurd. The call for action of the video was very simple: write Bangla properly by showing your Bangla typing skills. To encourage them to practice Bangla writing

skills, a contest was launched through a mobile website, where users could check their Bangla typing skills via mobile and best typing speed was recorded on a leaderboard and made sharable through social media platform.

EXECUTION: They started off with a simple teaser post that had a “Murad Takla” line and asked a simple “What do you think of this?” which created curiosity among the online community. A few days later our actual campaign kicked in when we released the campaign AV: a youth singing a close to our heart patriotic song in wrong pronunciation. The AV call for action was simple, start writing in proper Bangla. The video came with the link of the “Bangla likhi Banglay” mobile website where users got to check their Bangla writing skills and how fast they could type it. Ten daily winners were to get a keg of speed and best three winners would get smartphones. To drive further participation the brand had banner ads with “Murad Takla” riddles for people to guess and a YouTube bumper ad that drove them to mobile website.

IMPACT: In two weeks more than 50,000 users visited the mobile website and practiced writing proper Bangla. More importantly the campaign managed to reach more than 9.6 million people and engaging 1.6 million, encouraging them to preserve the proud essence of our beautiful Bangla language.

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VASELINE ASTHA RAKHUN CAMPAIGN

Agency : Adcomm Limited



Gold | Efficacy

BACKGROUND: The most popular petroleum jelly in Bangladesh, Meril, has been promoting fragranced jelly as a good solution. In reality, 100% pure petroleum jelly is the best solution for skin and lips and added fragrance actually worsens the current condition of skin and lips.

OBJECTIVES:

- Counter the Meril proposition as they said 80% people of Bangladesh trust on them
- promote Vaseline as the superior product
- creating a sales boost for Vaseline.

CORE IDEA: The idea was to subtly and wittily tackle Meril's claim, owing to the fact that Vaseline petroleum jelly had 25% market penetration at the time of making the claim which obviously showed that their claim was exaggerated.

EXECUTION: Adcomm designed the campaign based on communication in a very subtle and witty way to give instant reminder about Vaseline petroleum jelly. The print advertisements were strategically placed near Meril's advertisements and had a similar background and setting which would instantly catch the eye of the audience. Care was taken to ensure that the dimensions of the advert were of similar lengths to the competitor's advertisement.

In order to have the maximum reach and make the rebuttal effective, the advertisement was circulated in renowned newspapers where Meril had given their own advertisements.

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বেড়ে উঠুক
Strong হয়ে



SUNSILK HIJAB VARIANT LAUNCH CAMPAIGN

Agency : Asiatic JWT/Asiatic 3Sixty



BACKGROUND: Being the leading brand Sunsilk identified above 30% of the women in Bangladesh now wear Hijabs as part of their belief. But, heat and humidity of this region is harsher on their covered hair. Sunsilk girls are contemporary and optimistic. They continuously strive to follow their own passion and make their mark in the world and try to balance new possibilities and set pathways that have been pre-defined. With these changing circumstances their hair care needs to be evolved. Sunsilk too evolved and went through continuous innovation in their products to cater to their changing needs. As a brand that caters to everyone's need, in 2018 Sunsilk stepped first to launch a range of formulas specially for those who wear Hijab as part of their belief.

OBJECTIVES: Land and build the unique and differentiating positioning of Sunsilk HIJAB Range and get people to get excited to try the NEW SUNSILK HIJAB RANGE.

CORE IDEA: The idea was to create a slightly non-traditional launch plan where they will first talk about their problems through the most hyped influencers of the time who are popular in digital media and create a buzz, and then launch the product with all other media necessary for a successful campaign.

EXECUTION: Based on the idea, the whole communication part and Launch was done with 3 major stages with each having multiple phases:

- Stage 1 (Pre-Hype) (Digital)- Organic need was to be created via Key Opinion leaders and influencers. Sunsilk handed over KOLs and beauty bloggers with a basket of just what they need to resolve their frustration and everyday fights with hair due to hijab. They were requested to also share a glimpse of the basket to their viewers.

- Stage 02 (Launch) (ATL, BTL & Digital)- Sunsilk Hijab Recharge was launched in Traditional Media (TV, Radio, Newspaper etc.). KOLS posted reviews of Sunsilk Hijab and encouraged viewers to click on the e-commerce link and try out the product. There were endorsement articles on printed news and engaging content on Facebook.

- Stage 3 (Post Launch) (ATL, BTL, and Digital) - Sunsilk Facebook page also kept bringing all the popular influencers to share their 'Tips and Tricks' as well as posting engaging content. Before Eid, KOLs and top hijab hair experts shared DIY hijab style tutorials. The beauty bloggers shared their Hijab tutorials for Eid and Sunsilk's page exhibited hair and beauty experts Nahila Hedayet and Navin Ahmed's exclusive Hijab style.

IMPACT: The campaign was launched in 2018 and created a buzz in the market. There was a huge shift in the market share. Business case volume sold in 3 weeks and reached 130,000 outlets with stock replacement. Facebook-Reach: 1,965,068, Impressions: 10,293,832, Post Engagement: 924,552. Video (TrueView)- Reach: 726,924, Impressions: 1,054,723, VTR: 27.69%, Completion Rate: 26.02%

COCA-COLA 'BANGLA EKHON BANGLA TOKHON'

Agency : Grey Advertising Bangladesh Limited



Gold | Efficacy

BACKGROUND: Language is like flowing water. It evolves as it keeps flowing. As a result, the new generation does not speak the same Bangla as the earlier generations used to speak. So a cold war exists between the two generations on how Bangla should be spoken and this would only increase the distance between generations. The younger generations have also inclined towards foreign languages to express their feelings.

OBJECTIVES: The main objectives were to keep Bangla in conversations and to make the younger generation own the language. People of different generations or backgrounds had to be bridged in the context of language. A platform had to be formed for debate over the traditional and contemporary meaning of words needs. Consumption had to be driven and brand equity had to be raised.

CORE IDEA: The core idea was to find out the words that have acquired new meanings or have newly entered to the culture, to create a platform for two generations to discuss

about the evolution of language and its acceptability and to keep the language fun and contemporary to youth so that they do not incline towards foreign languages to express their feelings.

EXECUTION: It started with 21 words on the label containing both traditional and contemporary meanings. Interesting words on the label attracted the youth and motivated them to share a coke, hence increasing consumption and brand equity. Both online and offline media were used as a platform for discussion. There was a microsite for voting for/against the meaning of the words. Debate competitions were arranged in 168 universities. 3 video contents and 1 song promoted the campaign.

IMPACT: Total campaign reach/impression in digital media was 101 million. Campaign video views (3 videos) was 7.5 million. Campaign Engagement was 8.1 million. Vote cast via microsite reached 8,066. Brand Love Score increased by 6% and consumption increased by 63% over the last year.

PROJECT AGROBANKING

Agency : Grey Advertising Bangladesh Limited



BACKGROUND: The paradox about Bangladesh is that it has become one of the fastest-growing economies in the world but half of its adults are financially excluded. Agriculture is the largest employment sector and rural farmers also make up the largest unbanked population by profession, a number that stands at 36 million. The unbanked farmers don't have enough cash to go to banks, but they grow fresh produce which is often yielded more than needed. However, the excess produce is more when it comes to individual families but insignificant to sell in the wholesale market. So, these are generally sold at a low price where the middlemen benefit the most.

United Commercial Bank (UCB) decided to bring a change in their outlook about the financially excluded ones and make the banking facilities approachable and accessible for them.

OBJECTIVES:

- bring a change in their outlook about the financially excluded ones
- solve the farmers' problem of accessing banking services and getting fair price for their excess produce

CORE IDEA: The idea was to replace the middlemen in order to solve the problem for both the farmers and the country's economy by making use of their excess produce.

The idea took the form of AgroBanking to transform fresh fruits and vegetables into bank accounts. It allows farmers to open micro-savings accounts in exchange for their produce enabling farmers to build credit histories, amass savings and eventually become eligible for other benefits like loans.

EXECUTION: UCB only had UCash and UCB Agent

Banking outlets and points in some villages but no branches. Thus, Co-branded points of UCB and Shwapno were set up, where the UCash points or UCB Agent Banking points were available, and in mobile vans where none of these were available.

At those points, the fresh produce was collected by UCB and the equivalent amount of money was deposited into the farmer's account. The farmer would get an SMS- notification and could keep records in their deposit book. One could also withdraw from his account at that point. The price would be fixed every morning based on the rate in the wholesale market. Everyday Shwapno's van would take the fresh produce to the nearest Shwapno outlets. A few weeks prior to the launch, megaphone announcements and posters were posted in the implementing areas.

IMPACT: AgroBanking is the first-of-its-kind solution that really solves the farmers' problem of accessing banking services and getting fair price for their excess produce. Hence it created massive excitement among the farmers and general people of Bangladesh.

Since its launch, roughly 4,000 new accounts were opened and 58 tons of fresh produce were collected. Positive conversations started happening on social media about the potential of this concept to reduce poverty. The initiative generated 42 media impressions to date, worth more than USD 1.5m. Though the project was initially launched in one village, 115 more villages are showing interest and requesting UCB and Shwapno to start AgroBanking at their villages as well. So far the project has been implemented in 5 villages, and will soon be implemented in 9 more.



প্রমোদ চকোলেটের গল্পটাই
ছাক কোটিংয়ের রোবাস্টো



ROBUSTO
প্রমোদ চকোলেট

END CHILD MARRIAGE CAMPAIGN – PHASE 2

Agency : Asiatic JWT/Asiatic 3Sixty



Silver | Efficacy

BACKGROUND: In Bangladesh, 18% girls are married off before 15, and 52% are before 18. Despite strict laws, a major part of the population is reluctant about it. The government has a vision: Ending child marriage by 2041, eliminating under 15 marriage rates and reducing under 18 marriage rates by one-third by 2021.

OBJECTIVES: To induce rapid shift and social norms and attitudes, a national multimedia campaign was launched by UNICEF, the Government, and the partners. The target was to stand against the practice and make it everybody's responsibility.

CORE IDEA: The breakthrough idea was to reposition child marriage from celebration to totally unacceptable offense. The creative tool is a beat of protest which is alternative to the sound of celebration. Fictional stories, as well as real life testimonials, shared their messages through PSA's, a TV drama series and the social media.

EXECUTION: The main campaign vehicles: 3 TV spots,

26-episode Enter-Education drama for TV, radio and digital platforms, 45 minutes drama for local screening and outdoor materials (billboards, wall paints).

IMPACT: 12 TV stations aired PSAs for free (worth \$170,190), 5 TV channels donated free broadcast time (worth \$90,785) for the drama-serial, 20 Radio channels broadcasted PSAs for free. In social media 58,039,410 reaches, 1,577,645 engagements and 17,311,219 views throughout all contents. The National Helpline number featured in the PSAs generated 2200 - 2500 calls per day to Ministry of Women and Child Affairs (MoWCA). The campaign won Silver in 2018 APAC Effie Awards, Inaugural Gold in Telly award 2018, SM4E Social Media Activation Awards 2018 and three Accolade Awards in 2017, 5 Commwards by Brand Forum and in 2019 two awards in IndieFest Film, and the drama series won Bronze in Telly Awards. M&E of the campaign included research to access campaign assessments, found a 17.4% increase that people didn't know about any child marriages in their community in the past 1 year.

PRAN FROOTO OPEN DOOR CHALLENGE

Agency : O&Z Solutions



BACKGROUND: The digital platform becomes one of the major sources for all sorts of communication and the main weapon for spreading rumors. After the news coverage from a few channels, PRAN Frooto continuously faced bad comments from all around the platform. During the fault charge, PRAN Frooto lost 20% of its monthly sales. Then, we came up with an interactive plan “PRAN Frooto Open Door Challenge” for our consumers to regain their trust.

OBJECTIVES:

- Using bad comments to turn people towards PRAN Frooto
- Creating transparency and making the brand a trusted one
- Increasing the % of its yearly sales.

CORE IDEA: The main idea was to challenge our consumers to create transparency, increase brand value, minimize the negative comments, gain consumers’ trust and gain back sales % by using Facebook and Online platform as a key tool of communication.

EXECUTION: Firstly, in the call to action video, 10 negative comments were showcased and via their profile, the people were asked to join our factory visit. Other people were also asked to join. From the comment section, 210 more participants were selected. Along with those, journalists, teachers, and corporate personnel and media celebrities were invited to join. In the video, it was showcased that these

people have joined them. The factory visit continued for three weeks, with a visit paid on every Saturday. Each Saturday morning 80+ people gathered in PRAN-RFL Building. Then, they were escorted from the beginning to the end of the journey. RFLs own facilities and resources (Transport, Food, musk, cap, apron and shoe cover, etc.) were used for supporting the whole event.

Facebook Live was carried out inside the factory, with the Facebook live divided into five sections (Pulp, Mixing, Pasteurizing, Filling and Packaging). The whole event was live until the very end. In addition, the participants tasted Mango pulp and the products live.

Lastly, testimonial videos were taken for future use. After the whole journey through WhatsApp, a case study video was shared to all of the company’s SR, Retailers and the case study video was showcased in the Events.

IMPACT: Total 4000+ consumers challenged PRAN Frooto. Total 250 consumers along with journalists, teachers, and corporate personnel and media celebrities visited PRAN Frooto production facility. PRAN Frooto successfully gained back 30% of its sales. The CG videos and other contents of Facebook got 500k FB likes, 4K positive and appreciating comments, 3k Share, 8 Million reach and 200k Live Video Views.

BANGLALINK 'BESHI BESHI KHUSHI KHUSHI' THEMATIC CAMPAIGN

Agency : Asiatic JWT/Asiatic 3Sixty



BACKGROUND: Since its inception, Banglalink has put its effort into making mobile telephony affordable to the masses. However, in recent years Banglalink has moved away from its area of strength: value for money (VFM), resulting in reduction of brand salience. In order to regain this and improve all other brand health parameters, in May 2018, Banglalink decided to launch the “Beshi deyar belay all time champion, Amra Emoni” campaign which highlighted the distinct habit of Bangladeshi’s always ‘giving more’. As a brand for the masses, Banglalink, too, ‘gives more’ – this was the core message of the campaign.

OBJECTIVE: To reinforce and strengthen the VFM positioning by establishing that Banglalink always gives more to its customers.

CORE IDEA: It is a basic human reaction to smile, when people get more. Thus, by giving more, Banglalink brings smiles to their customers and makes them happy.

The ‘Beshi Khushi’ thematic was to show the end result of getting more - from the customers’ point of view. We showed the joy of getting more (and thus becoming happy) throughout the nation. The campaign line was chosen to be ‘Beshi Diye Khushi Chhorai.’

EXECUTION: The biggest challenge was associating Banglalink with the phrase “Beshi Beshi.”

An entire film based on song and dance was created, incorporating the specific dance moves symbolizing “with Banglalink”, “getting more” and “happiness” as a creative hook. Dhallywood film star Shakib Khan and Nusrat Faria were selected to be the main protagonists as they had a large fan following and would lead to making the effort popular

among the target audience and building positive word of mouth.

These dance moves went viral in TikTok and other social media platforms as thousands of people replicated the moves there. The campaign was carried out by extensive BTL activations which included the ‘Beshi Khushi Dance Activation’ achieving outstanding results throughout the nation.

The 360degree approach included TV Commercials, Print Media, Social Media, Radio, Outdoor Advertising (OOH), Trade, BTL and PR.

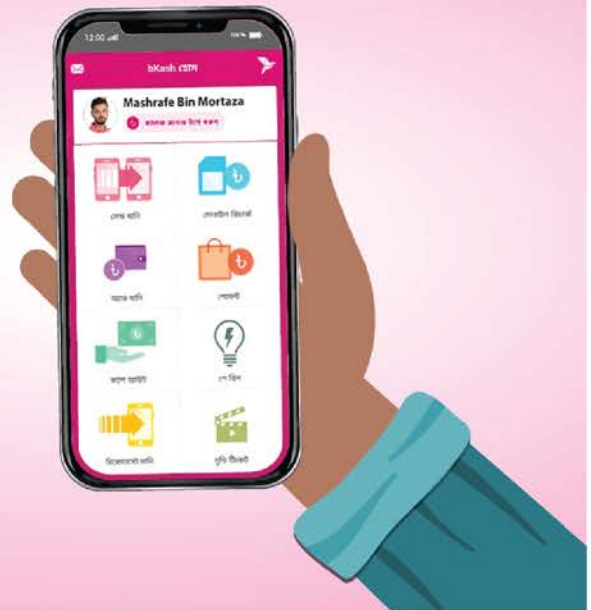
IMPACT: There was a 4.8% revenue growth from Q4, 2018 to Q1, 2019, 8.5% growth in customer acquisition and 13.2% enhancement of data usage with 3.8% growth in user. Banglalink posted higher percentages than market leader in data revenue growth (13.2%), and service revenue growth (2.5%).

- TVC performance in TV Channels had reach during Election spots of 65%, and reach during BPL spots of 75%
- 31 million radio listeners were reached
- Print Ad had 8 readerships in a minute
- Social Media had 16million+ total video views across all platforms, 640,000+ social media engagement in 40 days - the highest viewed and engaged ad of the industry.
- In 13 days, the Activation reached 17,838 challenge takers, 16,253 survey takers, total 504,450 indirect contacts, digital reach of 610,000, and 538,541 on ground reach. Total reach was 1 million+.
- PR had 4.8+ million coverage generated

BKASH APP LAUNCH CAMPAIGN

Agency : FCB BITOPI

TO MAKE
FINANCIAL TRANSACTION
SIMPLER



Bronze | Efficacy

BACKGROUND: MFS as a category, and bKash in particular, rose to become a household name in the last few years providing instant money transfer for the mass. bKash has helped people solve different challenges in life by delivering affordable, fast and secure services such as Send Money, Buy Airtime, and also with payment and receiving remittance from abroad.

Although bKash has solved some great challenges and provided convenience, people perceived using bKash USSD process difficult to use, remember and not very flexible. As a result, the USSD process of bKash needed to be evolved to keep up with their growing lifestyle and evolving needs.

bKash aimed to launch an App through which it will aim to address the limitations it faces to serve a broader group of audience.

OBJECTIVES: To establish customer App as a solution/tool that will simplify the complex USSD process, eventually simplifying people's lives and driving download to 1 million and activating usage within 6 months of the App launch.

CORE IDEA: The idea was to identify the different pain points an individual/consumer faces while doing a financial transaction and how Bkash with its app is going to address and solve them and thus make their lives simpler. The campaign was launched with the tagline – “Akdum Simple” to show how easy it was to use the app and how easily the transactions could be completed without any errors.

EXECUTION: Three major product offerings of Bkash were highlighted – send money, cash out and payment, and the communication was developed focusing on how Bkash is solving the major pain points faced by consumers. FCB Bitopi used the national cricket team captain – Mashrafe bin Mortaza for communications. Other mediums that were also explored were the app features, benefits and ‘How To’ videos were published.

IMPACT: The campaign gained massive interaction, 1million downloads in 4 days, and 4million downloads and 2 million active users in just two months with a CPI which is 1/3 of the market standard.

SQUARE TOILETRIES LTD. BHALOBAHSAR BANGLADESH

Agency : Mediacom Limited



১ মিনিটের ভিডিও পাঠিয়ে
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প্রতিদিন ১টি আইফোন

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তবে দেখাও
তোমার
ভালোবাসার
বাংলাদেশ

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SQUARE TOILETRIES LTD. & Mediacom

Production & Distribution: 

BACKGROUND: If the word 'Bangladesh' is searched on the web, many negative images pop up. On the occasion of 47 years since the country achieved independence, a campaign plan was required to bring out the positive examples around society in order to share them, get engaged and inspire people in making a great Bangladesh.

OBJECTIVES:

- To stay on top of the mind of the country's larger youth group,
- to explore positivity around their walks of life
- to set a platform for the youth to engage them in making good examples.

CORE IDEA: The concept was to become a millionaire by presenting positive Bangladesh in a one minute video. By this campaign, any Bangladeshi could become a millionaire by sharing a "ONE MINUTE VIDEO" where the content should be related to country's progression, innovation, liberation war, role of freedom fighters, infrastructure facilitated by government that are making our everyday life better. Anything which has life changing impact in positive senses could be presented.

EXECUTION: The strategy was to reach the youth through as many media as possible and to call for video submission. Youth's icon Mashrafe Bin Murtaza was used as brand ambassador for this project. Promotional activities were used in ATL, online and BTL media. Facebook, YouTube, Online page, Online news portals, Social media ICON/ Groups/ Celebrity, TV Channels, Print Media, Cinema Hall, Cable operators, SMS service, on ground activation were the promotion platforms. Through online video submission, voting and judging process, winner was selected.

IMPACT: The result was the highest number (9467) of video submissions in any short film festival during the one-month campaign period, which was also a world record. This also reflected in the web. Positive images of the country subsequently started to appear after searching the word "Bangladesh."



is proud to receive **Superbrands** status

We are the only company from the paint industry to have received this title. We wish to convey our heartfelt gratitude to all of our stakeholders and well-wishers for their continued support during our 66 years journey.



COCA-COLA 'BANGLA EKHON BANGLA TOKHON'

Agency Grey Advertising Bangladesh Limited



Let's bring both traditional and trending meanings closer with Coca-Cola in our hands.

BACKGROUND: Language is like flowing water. It evolves as it keeps flowing. As a result, the new generation doesn't speak the same Bangla the earlier generations used to speak. So a cold war exists between the two generations on how Bangla should be spoken which would only increase the distance between generations. Also, the younger generations have inclined towards the foreign language to express their feelings.

OBJECTIVES: The brand's objective is to keep Bangla in the conversation and make the younger generation own the Language. Moreover, they look forward to bridging people of different generations or backgrounds in the context of Language. Additionally, they aspire to create a platform for debate over the traditional and contemporary meaning of words.

CORE IDEA: There are various examples where both traditional & contemporary meaning of a word exists. They tried to show these instances with the sharing of Coca-Cola. To show how Coca-Cola bridges the division and brings people together over language.

EXECUTION: They created 1 video for social media platforms and 2 TVC for mass audiences. The online video featured a romantic story whereas the TVCs were more focused and controlled for mass people. These videos opened up a conversation about different dimensions of a single word and their usage.

RESULT: The brand received a total campaign reach/impression in digital media of 101 million. The campaign videos (3 videos) received views of about 7.5 million. The campaign engagement was about 8.1 million. Vote cast via microsite was 8,066. Brand Love Score increased by 6% over last year. Consumption increased by 63% over last year.

BANGLALINK মা মানেই সবকিছু

Agency : Asiatic JWT/Asiatic 3Sixty



BACKGROUND: As one of the leading telecom brands of Bangladesh, Banglalink has always been active on digital platforms by creating relevant content that affects the audience's emotions. They have always aimed to promote the brand's creative nature through relatable content in order to reach the masses. The brand needed to execute a campaign which was simultaneously relevant and heartfelt.

OBJECTIVES: The primary objective for the video was to promote the brand on digital platforms and garner an emotional response from audiences in relevance to Mother's Day. As a brand that is constantly producing relevant messages in innovative ways, Banglalink aimed to provide its audiences with content along with product offers that they would deem important and useful— something they would remember.

CORE IDEA: The idea was to come up with an offer that would allow the audience to always be in contact with their mothers as well as provide exclusive health check-ups for them. Banglalink believed that the best way to reach the masses would be to create a thematic video that presented relatable content in the form of a story. Therefore, they incorporated the concept of *gv gvṛbB me wKQz*, which encapsulated the maternal traits possessed by loved ones in the absence of their own mothers.

EXECUTION: In the execution of the video, the brand hoped to show the everlasting love that people have for their mothers. As these people grow older, they begin to develop a greater sense of appreciation for mothers. It showcased how mothers can harbor a feeling of shelter for their kids, even if they are not physically present. Viewers can see how a man reminisces about his mother – her worries, her affection, her reassuring nature in times of distress. The brand showed how the void of not having a mother can emotionally affect people. However, a ray of hope appears when the man finds traces of his mother's caring nature in his own daughter, showcasing the overarching message of *“gv gvṛbB me wKQz”*. This execution showcased that Banglalink, as a brand, acknowledges the importance of the roles of mothers in our lives.

RESULT: Viewers had a large emotional response to this video. It garnered 5.5 million views on digital platforms, reaching 8 million people. It intrigued potential viewers, being clicked 1.3 million times and containing 1.6 million engagements. On YouTube, it has 420,000 views and has been viewed on Facebook over 2 million times.

RADHUNI READYMIX SHAAD CHARA KICHU MATHAY THAKBE NA

Agency : Mediacom Limited



Silver | Film

BACKGROUND: The ready-mix spices category has always been associated with convenience and ease. Being the market leader of 'Chicken Masala' of Ready-mix range for a long period, Radhuni has already capitalized on the category benefit. So to prove its superiority over the competitors in this category, Radhuni wants to shift its focus towards delivering 'a unique taste'.

OBJECTIVES: Their objective was to attract new consumers and to expand market share by offering the consumer unparalleled taste that is unique among the category.

CORE IDEA: Every cook wants recognition and they love to be remembered for their cooking. Based on this insight, Radhuni Chicken Masala wants to make sure that the prepared chicken-curry would taste so good that whoever eats it once, can't get over it for a long time.

EXECUTION: The story is set in a dining room where a father seems to be very upset upon finding his son's weakness in math. It disappoints him so much that he loses his temper and starts shouting. Meanwhile, the food gets served and thanks to chicken curry's remarkable taste, the father fails to recall everything that happened a few moments before. The main message is delivered at last that goes like—"Apart from the taste, nothing will remain in your mind." This goes perfectly with the core idea and the execution reaches the perfection from a brilliant performance from the actor Mukit Zakaria who portrays the role of the father. The other characters' performances were also praiseworthy.

RESULT: The commercial receives positive reactions from the audiences on television and social media. Radhuni retained its top position in the category and within a quick time gets overall 20 % growth in market share (66% in chicken curry masala box & 14% in sachet pack).

ROBI MISSION KOMBOL

Agency : Sun Communications Limited



BACKGROUND: In winter, thousands of underprivileged people do not have the affordability to wear warm clothes. There are many organizations who work to donate warm clothes. However, those organizations lack clarity as most of them do not record the donation transaction. Due to the drifting trust issue, the amount of donation of warm clothes is decreasing.

OBJECTIVES: The objective was to create a trustworthy platform for donation where donors can see who they are donating.

CORE IDEA: The urban people of Bangladesh comparatively suffer less during winter. Rather they welcome winter in a festive mood. As every coin has another side, the celebration of winter of our county has another image. They wanted to make privileged people realize that winter can be cruel to many people only because they do not have warm clothes.

EXECUTION: They created a microsite named 'Mission kombol' for Robi users to donate a sum of money to buy blankets for unprivileged people. In the microsite, the donors were able to see who they are helping and when the blanket is reaching them. Throughout the campaign, the brand gave away the message "what is your preparation for this winter?" while showing the image of a poverty-stricken child wearing only a dress made out of a sack to prevent coldness.

RESULT: The campaign video resulted in social media had more than 6 million reaches, 4 million views. Approximately 1 million people interacted with the microsite.

STICKY ADHESIVE RE-LAUNCH CAMPAIGN

Agency : Adcomm Limited



Bronze | Film

BACKGROUND: RFL launched a new adhesive brand called Sticky.

OBJECTIVES: Their objective was to create awareness in a unique way so that a simple product like adhesive can also grab its share in consumer mind-space in this cluttered market.

CORE IDEA: How sticky an adhesive Can Be!!!

EXECUTION: A Nonsense-entertaining-masala-movie-style execution where a law-enforcement officer catches a gang of hoodlum by using Sticky Adhesive.

RESULT: The well-crafted, well-directed film was so well-accepted that it became an instant hit in terms of the audience started to share the words for the product in their Facebook accounts and consumers actually went on to go to the store and asked for the adhesive.

END CHILD MARRIAGE CAMPAIGN – PHASE 2

Agency : Asiatic JWT/Asiatic 3Sixty



Bronze | Film

BACKGROUND: In Bangladesh, 18% of girls are married off before 15, and 52% are before 18. Despite a strict law, a major part of the population is reluctant about it. The government has a vision, i.e. ending child marriage by 2041. Eventually, eliminating under 15 marriage rates and reducing under 18 marriage rates by one-third by 2021.

OBJECTIVES: To induce rapid shift and social norms and attitudes a national multimedia campaign launched by UNICEF, the Government, and partners. The target was to stand against the practice and make it everybody's responsibility.

CORE IDEA: The breakthrough idea is to reposition child marriage from celebration to totally unacceptable offense. The creative tool is a beat of protest, an alternative to the sound of celebration. Fictional stories, as well as real life testimonials, shared their messages through PSA's and social media.

EXECUTION: 3 Public Service announcements are the main campaign vehicles under the film category. Real-life

characters showcased their story, hooking the "raise the beat" campaign. It also portrays how stopping child marriage can open a lot of possibilities, giving a clear message that protesting child marriage is everyone's responsibility. Along with the TV, the Public Service Announcements were also showcased in UNICEF Facebook page & UNICEF YouTube page.

RESULT: 12 TV stations aired PSAs for free (worth \$170,190). In social media, they received 7,154,468 reaches, 1,102,562 engagements and 7,154,468 views throughout all contents. The National Helpline number featured in the PSAs generated 2200 - 2500 calls per day to Ministry of Women and Child Affairs (MoWCA). Inaugural Gold in Telly award 2018, SM4E Social Media Activation Awards 2018 and three Accolade Awards in 2017, 5 Commwards by Bangladesh Brand Forum and in 2019 these PSAs won two awards in IndieFest Film. M&E of the campaign included research to access campaign assessments found a 17.4% increase that people didn't know about any child marriages in their community in the past year.

ORA ACHE

Agency : Pink Creative Ltd.



BACKGROUND: The OVC was designed to create a disruption in the sense of celebration and victory when we have so many things holding us back. By showcasing the societal decay, we witness every day and how the spirit of our freedom is still not fully free.

OBJECTIVES: The primary objective for the content was to take a different approach which will be accepted by the mass, and also stamp the name of the brand in the mind of the consumers without any product placement.

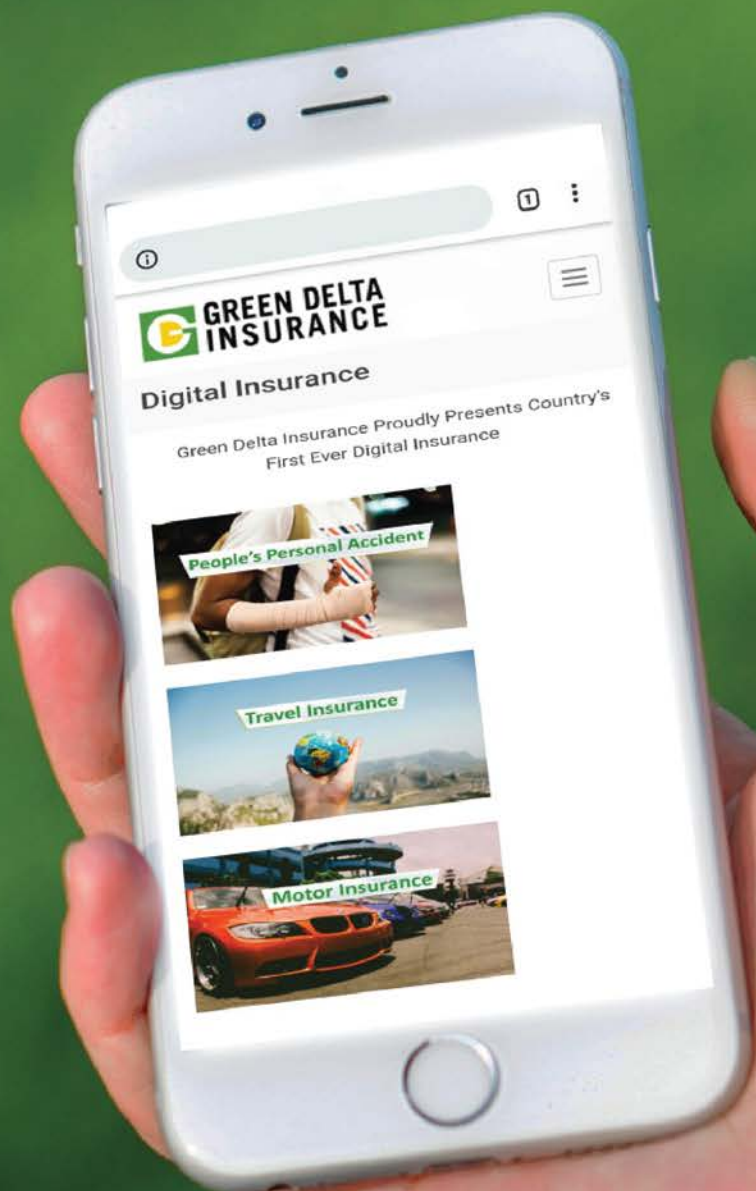
CORE IDEA: Our freedom fighters are our greatest pride and all of us grew up knowing their ultimate sacrifices for our beloved nation. We all know about the histories of 71. Deep down we hold it close to our heart. But in reality, it doesn't reflect on our actions. The idea was to trigger that sense of pride and emotion, and somehow make us realize, that it is up to us to carry on the legacy of the freedom fighters and play our part in the development of this great nation.

EXECUTION: The biggest challenge in terms of execution was finding the right balance between inspiring and

upsetting. Victory day is arguably the most important day in the history of our country. And bringing out all the irregularities and the negative aspects on this day had an elemental risk of not being accepted by the general people. Alongside blending the present with the past in a manner that didn't seem forced or out of place was another technical challenge. In the end the lyrics of the song, the crafting of the entire script and the direction- all played their roles in order to not seem pessimistic but emphasize on the spirit of red and green that lives within us all. And as a result, the whole content was accepted with arms wide open. The delicate balance was properly found by making sure the ending stayed consistent with the whole OVC.

IMPACT: This idea was welcomed and accepted by the people of Bangladesh instantly. The content received over 1.1 million views, over 29,000 people engaged with the content, and over 7,000 shares. Even organically the OVC exceeded our expectation with total of 300,000 organic views. The video generated 0.78% view to share ratio higher than any other victory day video content by other brands.

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Scan This Code

BLUE IS THE NEW GREEN

Agency : Codesign



Bronze | Green Campaign

BACKGROUND: In order to reduce the chemical and water footprint of denim production, Shasha Denims Ltd aimed to incorporate its core company value in its overall production, packaging and promotion. Thus They proposed a complete integration of sustainability with fashion via a creative green campaign: Blue is the New Green.

OBJECTIVES: As Shasha Denims Ltd worked towards continuous improvement and innovation, their agenda was to portray an accurate representation of it through sustainable packaging and effective promotion. Their objective was to create an innovative campaign for this leading brand via one of a kind website, swatch book and print advertisements.

CORE IDEA: The core idea was to perfectly embrace the vision of Shasha Denims Ltd - Balance of Fashion with Sustainability. A coherent campaign was developed to impeccably represent this leading export-based denim manufacturer with consistent focus on its legacy of global standard and its art of innovation and sustainability. They have used dynamic elements and unconventional procedures to effectively design an identity for the brand on and off the internet, signifying how Shasha Denims Ltd is helming the denim industry to the next level through multiple channels with an unflinching social theme: blue is the new green.

EXECUTION: Their design, development and creative team collaborated to create a green campaign for Shasha Denims

Ltd reflecting its commitment to nature. To portray their art of sustainability, COdesign has ensured a seamless depiction of Shasha's core value through the "blue is the new green" theme. Commencing with the brand's identity on the internet, they created a responsive, composable website, exhibiting fast performance, scalable backend and smooth user experience, along with themed professional photography. Print advertisements were designed to promote ethical black, green jeans and recycled handloom for distribution across Europe. They originated a unique swatch book fashioned out of the product itself: high quality denim made with low impact fiber. They reduced the wastage and weight by using eco-friendly tree free paper inside to create a fusion of aesthetics and functionality resembling a classic pair of denim trousers and thus, representing the modern harmony of sustainability with fashion.

IMPACT: With the world facing an increasing water crisis, it is becoming extremely important to work towards sustainable development goals. This creative green campaign - blue is the new green - is a contemporary pioneer of such social initiatives in Bangladesh, an example to be followed by others. The indelible outcome of this lies not just in receiving momentous recognition in different continents such as Asia and Europe as a highly positive representation of Bangladesh, but also in the long-term progressive imprints of the innovative products and promotion, that has allowed us to dream and work harder for a better tomorrow.

MR. BIN

Agency : Singularity Limited

Bronze | Green Campaign



BACKGROUND: Bangladeshi people have a bad habit of not using dustbin and littering here and there. To address this problem, Fresh Tissue, a brand promoting hygiene having a motto – ‘Muchhe Jaak Glaani, Muchhe Jaak Jora’ wanted to design a campaign which reflects the brand’s goal to eradicate all the negativities and bad practices like littering here and there from the society.

OBJECTIVES: With the Dhaka Urban citizens in mind, they wanted a campaign that would meet the following objectives -

- Promote the practice of keeping the environment clean according to the brand’s aspiration
- Creating the social impact with designing a new fun & interactive experience
- Creating top of mind awareness about Fresh tissue being a voice against negativity

CORE IDEA: While cracking the core idea, they came up with an interesting question in their minds – “What if dustbins had a voice and a personality? What if they could call people and let them know they want some attention?” To answer this, they then came up with the idea of Mr. Bin - an interactive AI dustbin with a witty personality and ability to interact with people around it. A dustbin that can talk and sing and also can give away gifts with a fun lottery.

EXECUTION: They chose Shimanto Square, Dhanmondi which had one of the highest number of footfalls in Dhaka during Ramadan time. First they designed the bin in a human form. A digital display face showed emotions and talked. Mr. Bin had three technological significances.

1. Mr. Bin could detect and track people in front of it.
2. A pseudo artificial intelligence gave Mr. Bin the ability to call people passing in front of it and ask whether they had any waste to dump. If yes, Mr. Bin invited them to throw it in.
3. Mr. Bin could detect if anyone throws any waste in it and reward them for that.
4. A gift from Fresh Tissue was given away through interesting automated lottery when someone threw any waste.

IMPACT: In this 6-days long activation, the bin has been used by 1500 people and seen by 50 thousand people. Around 300 prizes have been distributed. On the other hand, as everyone got a chance to share their achievements after winning the prizes, the campaign caught attention in social media. Through this campaign Fresh tissue created awareness about a long standing problem in this society and rewarded those who acted sensible. People got home with a gift and a message about a brand with a purpose.

END CHILD MARRIAGE CAMPAIGN – PHASE 2

Agency : Asiatic JWT/Asiatic 3Sixty



Silver | Harmony

BACKGROUND: In Bangladesh 18% girls are married off before 15, and 52% are before 18. Despite of strict laws a major part of the population is reluctant about it. The government has a vision : Ending child marriage by 2041, eliminating under 15 marriage rates and reducing under 18 marriage rates by one-third by 2021.

OBJECTIVES: To induce rapid shift and social norms and attitudes, a national multimedia campaign was launched by UNICEF, the Government and the partners. The target was to stand against the practice and make it everybody's responsibility.

CORE IDEA: The breakthrough idea is to reposition child marriage from celebration to totally unacceptable offence. The creative tool is a beat of protest which is alternative to sound of celebration. Fictional stories as well as real life testimonials shared their messages through PSA's, a TV drama series and the social medias.

EXECUTION: The main campaign vehicles: 3 TV spots, 26-episode Enter-Education drama for TV, radio and digital

platforms, 45 minutes drama for local screening and outdoor materials (billboards, wall paints).

IMPACT: 12 TV stations aired PSAs for free (worth \$170,190), 5 TV channels donated free broadcast time (worth \$90,785) for the drama-serial, 20 Radio channels broadcasted PSAs for free. In social media 58,039,410 reaches, 1,577,645 engagements and 17,311,219 views throughout all contents. The National Helpline number featured in the PSAs generated 2200 - 2500 calls per day to Ministry of Women and Child Affairs (MoWCA). The campaign won Silver in 2018 APAC Effie Awards, Inaugural Gold in Telly award 2018, SM4E Social Media Activation Awards 2018 and three Accolade Awards in 2017, 5 Commwards by Brand Forum and in 2019 two awards in IndieFest Film, and the drama series won Bronze in Telly Awards. M&E of the campaign, included research to access campaign assessments, found a 17.4% increase that people didn't know about any child marriages in their community in the past one year.

PROJECT AGROBANKING

Agency : Grey Advertising Bangladesh Limited



BACKGROUND: The paradox about Bangladesh is that it has become one of the fastest growing economies in the world with half of its adults remaining financially excluded. Lack of sufficient fund, high cost of financial transaction and lack of banks' dedication to offer diversified services are seen to be the major roadblocks for greater financial inclusion. Hence, they remain as the futile long-tail for the banks. In Bangladesh, agriculture is the largest employment sector and most of the population who can't use bank services are farmers by profession, living in the rural areas. So, the 36 million farmers are the financial outcasts who are living off the land, and without the ability to access credit, save, and secure their future. United Commercial Bank (UCB), one of the biggest banks in Bangladesh, decided to bring a change in their outlook about the financially excluded ones and make the banking facilities approachable and accessible for them.

OBJECTIVES: One of the key objectives of this idea is to bring a change in their outlook about the financially excluded ones, solve the farmers' problem of accessing banking services and getting fair price for the excess produce and empowering them to improve their standard of living.

CORE IDEA: The farmers don't have enough cash to go to banks or to use bank services but they grow fresh produce which are often yielded more than needed. However, the excess production is more when it comes to individual families but insignificant to sell in the wholesale market. Therefore, those are generally sold at unfairly low prices where the middlemen get benefitted the most. So, we thought of solving both the issues i.e. lack of funds for the farmers and getting unfair prices for the excess produce through one idea – AgroBanking. AgroBanking is the world's first gumption to transform fresh fruits and vegetables into bank accounts. It allows farmers to open micro savings accounts in

exchange for their produce. The initiative is designed to enable farmers to build credit histories, amass savings and eventually become eligible for other benefits like loans.

EXECUTION: UCB doesn't have full-branches in rural. But they have UCash (mobile financial service brand) agent points and UCB Agent Banking outlets in some of the villages. So, the idea was to set up co-branded points of UCB and Shwapno, at the UCash points or UCB Agent Banking points where available and in mobile vans where none of these are available. In those points, the fresh produce were collected by UCB and the equivalent amount of money was deposited into the farmer's account. The farmer would get an SMS- notification and could keep record in the deposit book. One could also withdraw from account at any time. The price would be fixed every morning based on the rate in the wholesale market. Everyday Shwapno's van would take the fresh produce to the nearest Shwapno outlet/s. A few weeks prior to the launch, megaphone announcements and posters were posted in the implementing areas.

IMPACT: AgroBanking is the first-of-its-kind solution that really solves the farmers' problem of accessing banking services and getting fair prices for their excess produce. Hence it created massive excitement among the farmers and general people of Bangladesh. Since its launch, roughly 4000 new accounts were opened and 58 tons of fresh produce were collected. Positive conversation has started happening on social media about the potential of this concept to reduce poverty. The initiative generated 42 media impressions till date worth more than USD 1.5m. Though the project was initially launched in one village, 115 more villages are showing interest and requesting UCB and Shwapno to start AgroBanking at their villages as well. So far the project has been implemented in 5 villages, and will soon be implemented in 9 more.

16 DAYS OF ACTIVISM BY ACTIONAID

Agency : WebAble Digital



BACKGROUND: In order to address violence against women, they took part in the international movement “16 days of Activism” which takes place yearly from 25th November, the International Day for the Elimination of Violence against Women, to 10th December, Human Rights Day.

OBJECTIVES: The objective of the campaign was to demonstrate that instead of showing radical behavior, small actions can be taken to confront and mitigate gender-based violence. They wanted to show how change can be brought only if people take the step to stand up against sexual harassment in the right places at the right time.

IDEA: The core message they wanted to deliver was that every person can take a stand from his or her own position to create the social resistance that deters harassment of women.

EXECUTION: The campaign was launched with teaser posts informing the audience about the global movement of 16 days of activism against gender-based violence and the Femitoon event. The masses were encouraged to attend Femitoon, which was a cartoon art exhibition organized by ActionAid in collaboration with young cartoonists to connect with the younger, wider audience through artworks that inspired critical thinking on violence against women.

They divided the mass audience into several categories and promoted separately for each type of audience. They made

segmentations based on geography and job title, covering all regions of Bangladesh and targeting job positions from executives to CXOs. The purpose was to deter predatory behavior in the workplace and motivate standing up for fellow colleagues when someone sees harassment taking place around them. They also separately targeted parents whom they encouraged to stand up against sexual harassment to secure the future of their own children.

The focal point of the campaign was an audiovisual based on the concept ‘Change begins with you’. It portrayed three women from three different backgrounds being sexually harassed in various situations i.e in an office, in a restaurant and while working in a construction site. The video showed how minor steps by ordinary people witnessing the violence caused the perpetrators to back off. The video was published on ActionAid’s Facebook and Youtube pages, supported by other static creatives on Facebook.

IMPACT: The 16 Days of Activism campaign video received 1.3 million views, 44k reactions and 13k+ shares on social media engaging audience across Bangladesh. It effectively engaged the audience through the static and dynamic contents, as people positively to the messages delivered and expressed their resolve to make a stand against sexual harassment to protect those around them.

ROBI MISSION KOMBOL

Agency : X



Bronze | Harmony

BACKGROUND: Bangladesh is a very poverty stricken country. In the winter months, poor people of Bangladesh cannot afford winter clothing and blankets and a lot of people die due to the frigid temperature. A lot of winter cloth collection drive takes place during this time but people donate for a faceless cause and that lacks transparency.

OBJECTIVES: Robi decided to create a platform through which all could help the needy people during the harsh months of winter in an innovative way. The objective was to create an easily accessible, transparent and innovative platform for donors and to establish Robi itself as digitally innovative brand.

CORE IDEA: Robi came up with the idea of introducing a website through which people could donate money for buying blankets. People would have transparency over the whole process and they would be able to see where their money was ending up. On an important note, Robi wanted to

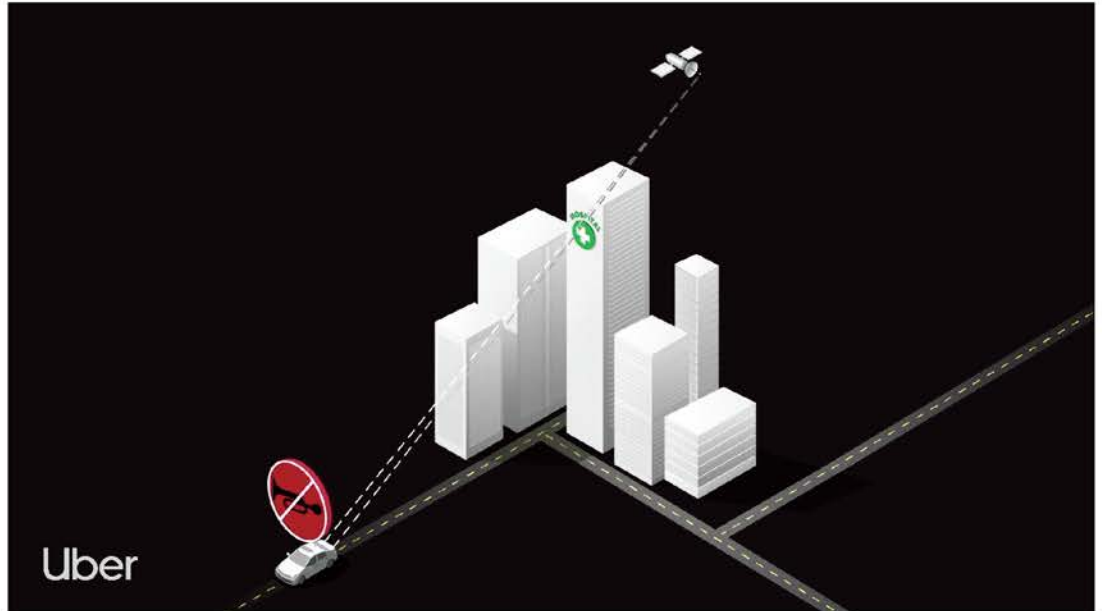
differentiate the whole process by adding unique value to the user experience of the platform.

EXECUTION: A website named Mission Kombol was developed for the campaign. Through the website, people donated money equivalent to blanket prices for the poor people. An emotional video was published which was made to portray the condition of that zone and this drove the traffic to the website. The database of the poor people was retrieved from TMSS. Finding Bangladesh held an event in order to raise donations. Celebrity endorsements were utilized to attract public attention. Different organizations were approached to generate massive donations. As a part of adding more value, the donors were kept up to date about the whole donation drive. The donors received push SMS whenever the intended received the blankets.

IMPACT: This initiative helped 1300 families in Panchagarh.

UBER PROJECT UNHONK

Agency : Grey Advertising Bangladesh Limited



BACKGROUND: A ride sharing app that recently arrived in Bangladesh with the aim to cater to transport needs. It has 633 cities, 40 MN riders worldwide and 10 million Uber trips are completed each day. 168M people reside in Bangladesh with majority of the population crowding into Dhaka. This causes several hazards among which, noise pollution is predominant. The highest contributor to this problem is honking! Uber believes in solving transport related problems for city dwellers and so, this problem could not go unnoticed

OBJECTIVES: Uber wanted to play its part in solving the problem of incessant honking and start a social movement in Bangladesh which will inspire the rest of the nation to follow.

CORE IDEA: Insight – As of 2019, there are 3,850,651 registered motor vehicles in the country and honking multiple times has become a habit. “Silent zones” which are hospital and school areas are also not spared. In fact, they are 250% louder than the safety limit of 55db. Big Idea – Build a device that mutes the horn automatically in silent zones. The concept is inspired by the need to ensure patients in the city’s hospitals get a peaceful environment to heal and recuperate. The concept is inspired by the need to ensure patients in the city’s hospitals get a peaceful environment to heal and

recuperate. To turn this idea into reality, Uber stepped forward with its fleet of cars because the brand believes in solving cities toughest problems and making life better.

EXECUTION: A device that mutes the horn in silent zones. When a GPS enabled car enters the silent zone, the GPS maps the proximity to a hospital zone, notifies the micro-processor that sends the server a signal connected to the horns assembly, cutting the horn’s voltage automatically, thus, muting the horn. This device does not affect the vehicle’s parts in any way. This ingenious device has been developed with tech experts. The first phase of pilot project was carried out in Dhanmondi (one of the busiest neighborhoods). 100 cars were chosen for the pilot project. 20 cars have already been installed with this device.

IMPACT: This activation generated huge organic PR and the positive acceptance of the pilot phase gives hope of implementation of this device nationwide. Unlike any other campaign, this project is a movement towards solving a social problem and so it got positive reactions and touched people’s hearts. It is yet too early to determine the final impact as only one phase has been implemented. So far, it has 15k Views on Facebook, 171 shares and 421 reactions.



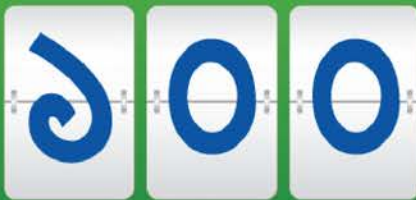
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সুরক্ষা দেয়



রোগবাহী জীবাণু থেকে #



#Under lab test conditions

f DettolBD

PROJECT AGROBANKING

Agency : Grey Advertising Bangladesh Limited



BACKGROUND: In Bangladesh, agriculture is the largest employment sector and most of the unbanked populations are farmers by profession, living in the rural areas. So, the 36 million farmers are the financial outcasts who are living off the land, and without the ability to access credit, save, and secure their future. United Commercial Bank (UCB), one of the biggest banks in Bangladesh, decided to bring a change in their outlook about the financially excluded ones and make the banking facilities approachable and accessible to them.

OBJECTIVES: One of the key objectives of this campaign is to bring a change in their outlook about the financially excluded ones and solve the farmers' problem of accessing banking services and getting fair price for their excess produce.

CORE IDEA: The unbanked farmers do not have enough cash to go to banks, but they grow fresh produce which are often yielded more than needed. However, the excess produce is more when it comes to individual families but insignificant to sell in the wholesale market. Therefore, those are generally sold at unfairly low prices where the middlemen get benefited the most. So, we thought of solving both the issues i.e. lack of funds for the farmers and getting unfair prices for the excess produce, through one idea – AgroBanking. AgroBanking is the world's first gumption to transform fresh fruits and vegetables into bank accounts. It allows farmers to open micro savings accounts in exchange for their

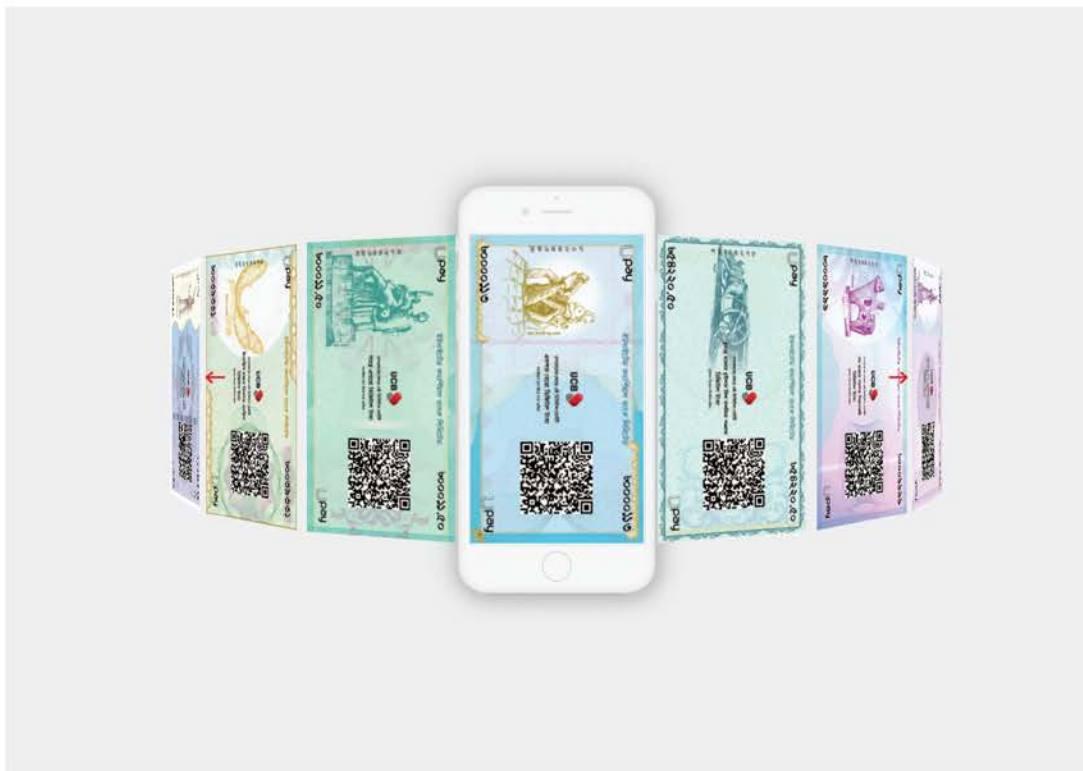
produce. The initiative is designed to enable farmers to build credit histories, amass savings and eventually become eligible for other benefits like loans.

EXECUTION: The idea was to set up co-branded points of UCB and Shwapno, at the UCash points or UCB Agent Banking points where available and in mobile vans where none of these were available. In that point, the fresh produce were collected by UCB and the equivalent amount of money was deposited into the farmer's account. The farmer would get an SMS- notification and can keep record in the deposit book. One could also withdraw from account at that point. The price would be fixed every morning based on the rate in the wholesale market. Everyday Shwapno's van would take the fresh produce to the nearest Shwapno outlet/s. A few weeks prior to the launch, megaphone announcements and posters were pasted in the implementing areas.

IMPACT: Since its launch, roughly 4000 new accounts were opened and 58 tons of fresh produce were collected. The initiative generated 42 media impressions till date worth more than USD 1.5M. Though the project was initially launched in one village, 115 more villages are showing interest and requesting UCB and Shwapno to start AgroBanking at their villages as well. So far the project has been implemented in 5 villages, and will soon be implemented in 9 more.

UCB VIRTUAL BANKNOTE

Agency : Grey Advertising Bangladesh Limited



BACKGROUND: Banking is for the rich and moneyed – a common perception that insolently exists among the common people of Bangladesh, leaving nearly 66% of the population outside the umbrella of formal banking system. Contrarily, most of the people in Bangladesh own and use mobile phones. Along came mobile financial services (MFS) in an effort to ensure a mass level of financial inclusion. Here comes the morbid reality! Despite the existence of an easy-to-use and safe banking system like MFS, most people still rely on old-fashioned physical cash money, exposing themselves to the risk of theft. Upay, a mobile wallet service from a heritage bank named United Commercial Bank Ltd. (UCBL), wanted to change the behavior of people and encourage them to adopt mobile banking services with open heart. However, the solution needed to be a conversation starter and compelling yet sustainable in nature and that too within the regular budget.

OBJECTIVES: Their Objective was to change the behavior of people and encourage them to adopt mobile banking services with open heart. Another key focus was to generate the transaction of any possible amount.

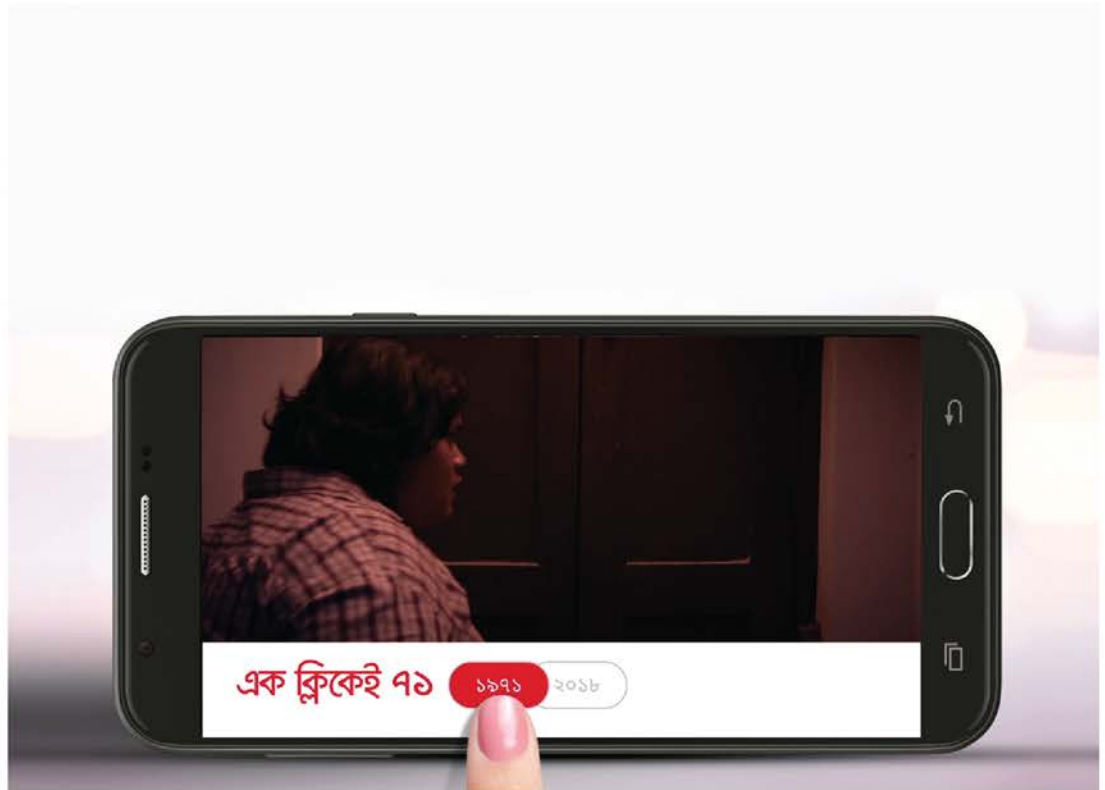
CORE IDEA: the idea was to be a conversation starter and compelling yet sustainable in nature and that too within the regular budget.

EXECUTION: We took inspiration from the original notes, only to reimagine and custom design the virtual notes with the touch of altered floral pattern, sketched images of historic sculptures, paintings and the symbols of our freedom; to look and feel familiar to even the most conservative users of cash. Logos of Upay and UCB were used as the issuers of the virtual notes. The unfamiliar yet essential component i.e. the QR code also stayed on virtual notes. With all these in the back-end, each time one generates a virtual banknote to make a transaction, one sees a unique virtual note on Upay. The entire effort of designing the notes and coding the new additions in the app took nearly seven months. The entire process of generating the note has also been uploaded on a microsite.

IMPACT: The solution certainly takes on the barrier of using cash. This intuitive yet easy to use replacement of the age-old physical cash seems to get traction with the non-users of MFS, breaking down their mental barriers. Since the introduction of the modified version of the app, the request for registration increased by 70% in just five days. Meanwhile people generated virtual note and shared those in social media which also created conversation in social media. The local and international media are also appreciating the solution. People generate the virtual notes and share it in social media while creating an organic conversation.

FRIENDSHIP ALWAYS WINS - AIRTEL 16TH DECEMBER CAMPAIGN

Agency : FCB BITOPI



Bronze | Innova

BACKGROUND: Airtel, to some extent, is considered to be a fun and lighthearted brand which lacks depth by the audience. This campaign was part of a bigger strategy to inject some meaning and substance to the brand.

OBJECTIVES: To make Airtel a more meaningful brand and to engage the audience with the brand in an innovative and unique way.

CORE IDEA: Airtel, as a brand, has always portrayed moments of friendship in a fun and playful way. The challenge was to come up with an idea which remained in the universe of friends, which is relatable for the youth yet evokes certain emotions which the brand has never explored before. We thought that 16th December, our victory day, was the perfect occasion for us to tell a more eloquent story which showed that friendship as a concept may evolve with time but the essence of true friendship during war and at present is still the same.

EXECUTION: The idea was to showcase two parallel

friendship stories happening in two different timelines but if one just opposes it, that person will see that both the stories are essentially the same. With the help of a microsite this was possible with just the click of a button. Audience could experience both stories simultaneously, side by side, jumping from one scene to another from two different timelines absolutely seamlessly. Both the films – the war time story and the present story were shot in a manner so that they matched shot by shot, dialogue by dialogue and whenever the audience would switch between the two timelines, the experience would be seamless.

IMPACT: The interactive video unit performed 25X greater video play rate and drove 12X greater engagement rate (12.9 million people engaged) than the average industry benchmarks. Average visitor's dwell time was also 150% more than the average industry benchmark, generating over 2.1 million toggles between the two plots. Airtel experienced 27.5% growth in Brand Power and 65% in Brand Salience.

DETTOL OUT OR NOT OUT CHALLENGE

Agency : FCB BITOPI



Bronze | Innova

BACKGROUND: Dettol, as a brand, has always linked its communications with the tagline "Be 100% sure." It found out that the third umpire's decision giving moment was the only moment in cricket which was 100% sure. Therefore, it took over the scoreboard of the Bangladesh Premier League when the third umpire's decision is pending as the Dettol "Be 100% sure decision" moment.

OBJECTIVES: To engage the audience with the brand while the third umpire's decision is pending, and to be a partner of the consumers during that critical decision moment of the match.

CORE IDEA: The idea of the campaign was to create a micro-moment engagement platform, using an innovative digital method that would engage the people watching the Bangladesh Premier League at the moment of third umpire decision.

EXECUTION: They created a micro-moment engagement platform, using an innovative Chatbot through messenger that would ask subscribers of the Dettol messenger chatbot to decide the status of the player before the third umpire makes his decision; whoever answered correctly within the timeframe of that moment would receive a reward. They extended the moment even further through interactive rich media that let viewers also play the contest.

IMPACT: Through this simple micro-moment engagement, they captured attention of the viewers during and even after the moment itself.

An engagement rate of 58% among chatbot subscribers, a significant increase in comparison to the global chatbot engagement rate of 40%, and the Interactive GDN banners under this campaign had a CTR of over 120% more than other regular banners in the past.

COCA-COLA 'BANGLA EKHON BANGLA TOKHON'

Agency : Grey Advertising Bangladesh Limited

Gold | Integrated Campaign



This Para is not the only one, there are other Paras as well...

BACKGROUND: Language is like flowing water. It evolves as it keeps flowing. As a result new generation does not speak the same Bangla the earlier generations used to speak. So a cold war exists between the two generations on how Bangla should be spoken which increases distance between generations. Also the younger generations have inclined towards foreign language to express their feelings.

OBJECTIVES: Keeping Bangla in the conversation making the younger generation own the Language. To bring people of different generations or backgrounds in the context of language. To create a platform for debate over the traditional and contemporary meaning of words.

CORE IDEA: Finding out the words that have acquired new meanings or the words that have newly entered to the culture and creating a platform for two generations to discuss about

the evolution of language and its acceptability. Keep the language fun and contemporary to youth so that they do not incline towards foreign languages to express their feelings.

EXECUTION: It started with 21 words on the label containing both traditional and contemporary meaning. Both online and offline medium used as a platform for discussion. Microsite for voting for/against the meaning of the words. Debate competition at 168 universities. 3 video content and 1 song to promote the campaign.

IMPACT: Total campaign reach/impression in digital media- 101 million. Campaign video views (3 videos)- 7.5 million. Campaign Engagement- 8.1 million. Vote cast via microsite- 8,066. Brand Love Score increased by 6% over last year. Consumption increased by 63% over last year.

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END CHILD MARRIAGE IN BANGLADESH PHASE 02

Agency : Asiatic JWT/Asiatic 3Sixty

Silver | Integrated Campaign



BACKGROUND: In Bangladesh 18% girls are married off before 15 and 52% are before 18. Despite of strict law a major part of the population is reluctant about it. The government has a vision, ending child marriage by 2041. Eliminating under-15 marriage rates and reducing under-18 marriage rates by one-third by 2021.

OBJECTIVES: To induce rapid shift and social norms and attitudes a national multimedia campaign launched by UNICEF, the Government and partners. The target was to stand against the practice and make it everybody's responsibility.

CORE IDEA: The breakthrough idea is to reposition child marriage from celebration to totally unacceptable offence. The creative tool is a beat of protest, alternative to sound of celebration. Fictional stories as well as real life testimonials shared their messages through PSA's, a TV drama series and the social medias.

EXECUTION: The main campaign vehicles: 3 TV spots,

26-episode Enter-Education drama for TV, radio and digital platforms, 45 minutes drama for local screening, outdoor materials (billboards, wall paints)

IMPACT: 12 TV stations aired PSAs for free (worth \$170,190), 5 TV channels donated free broadcast time (worth \$90,785) for the drama-serial, and 20 Radio channels broadcasted PSAs for free. In social media 58,039,410 reaches 1,577,645 engagements and 17,311,219 views throughout all contents. The National Helpline number featured in the PSAs generated 2200 - 2500 calls per day to Ministry of Women and Child Affairs (MoWCA). The campaign won Silver in 2018 APAC Effie Awards, Inaugural Gold in Telly award 2018, SM4E Social Media Activation Awards 2018 and three Accolade Awards in 2017, 5 Commwards by Brand Forum and in 2019 two awards in Indie Fest Film, and the drama series won Bronze in Telly Awards. M&E of the campaign, included research to access campaign assessments found a 17.4% increase that people did not know about any child marriages in their community in the past one year.

SUNSILK HIJAB VARIANT LAUNCH CAMPAIGN

Agency : Asiatic JWT/Asiatic 3Sixty

Bronze | Integrated Campaign



BACKGROUND: Being the leading brand Sunsilk identified above 30% of the women in Bangladesh now wear Hijabs as part of their belief. But, heat and humidity of this region is harsher on their covered hair. Sunsilk girls are contemporary and optimistic. They continuously strive to follow their own passion and make their mark in the world and try to balance new possibilities and set pathways that have been pre-defined. With these changing circumstances their hair care needs to be evolved. Sunsilk too evolved and went through continuous innovation in their products to cater to their changing needs. As a brand that caters to everyone's need, in 2018 Sunsilk stepped first to launch a range of formulas specially for those who wear Hijab as part of their belief.

OBJECTIVES: Land and build the unique and differentiating positioning of Sunsilk HIJAB Range and get people to get excited to try the NEW SUNSILK HIJAB RANGE.

CORE IDEA: The idea was to create a slightly non-traditional launch plan where they will first talk about their problems through the most hyped influencers of the time who are popular in digital media and create a buzz, and then launch the product with all other media necessary for a successful campaign.

EXECUTION: Based on the idea, the whole communication part and Launch was done with 3 major

stages with each having multiple phases: Stage 1 (Pre-Hype) (Digital)- Organic need was to be created via Key Opinion leaders and influencers. Sunsilk handed over KOLs and beauty bloggers with a basket of just what they need to resolve their frustration and everyday fights with hair due to hijab. They were requested to also share a glimpse of the basket to their viewers. Stage 02 (Launch) (ATL, BTL & Digital)- Sunsilk Hijab Recharge was launched in Traditional Media (TV, Radio, Newspaper etc.). KOLS posted reviews of Sunsilk Hijab and encouraged viewers to click on the e-commerce link and try out the product. There were endorsement articles on printed news and engaging content on Facebook. Stage 3 (Post Launch) (ATL, BTL, and Digital) - Sunsilk Facebook page also kept bringing all the popular influencers to share their 'Tips and Tricks' as well as posting engaging content. Before Eid, KOLs and top hijab hair experts shared DIY hijab style tutorials. The beauty bloggers shared their Hijab tutorials for Eid and Sunsilk's page exhibited hair and beauty experts Nahila Hedayet and Navin Ahmed's exclusive Hijab style.

IMPACT: The campaign was launched in 2018 and created a buzz in the market. There was a huge shift in the market share. Business case volume sold in 3 weeks and reached 130,000 outlets with stock replacement. Facebook-Reach: 1,965,068, Impressions: 10,293,832, Post Engagement: 924,552. Video (TrueView)- Reach: 726,924, Impressions: 1,054,723, VTR: 27.69%, Completion Rate: 26.02%.

LUX SUPER STAR 2018

Agency : Asiatic JWT/Asiatic 3Sixty

Bronze | Integrated Campaign



BACKGROUND: Lux, the most iconic soap of Bangladesh, has always inspired women to liberate their inner talent through the biggest platform of the country (Lux Channel I Super Star) and transformed ordinary girls into stars. However, the brand evolved over the years just like the country's girls. With this changing landscape the platform had to revamp itself as "Lux Super Star" (LSS) by which these young women could express their inner selves leaving behind everlasting marks as talented, strong personalities and can be regarded as more than what meets the eye.

OBJECTIVES: The agency had to bridge the brand philosophy with the consumer insight amplifying the space "More than you can see". It was also vital to reach out to the right TG in a way that could successfully generate talk ability and translate that into the highest ever numbers of participation in the platform.

CORE IDEA: The Agency translated the thoughts of the women of today's time into a communication that is absolutely relevant and authentic for them. They appeared to be a new generation who are redefining what it means to be a "woman". They are multidimensional and want to show the sides that the world often overlooks, i.e. their passion, talent, ambition, inner strength and courage. They want to be remembered for something greater than their beauty: their true identity, who they really are. POWER-WOMEN.

EXECUTION: Lux Super Star had to revamped with new Logo with essence of it's heritage intact and also the entire platform was designed in relevant to current time and trends. The platform consisted of 9 episodes and the final Gala on the "More than you can see" theme. The communication plan was crafted based on the brand space with activities on ATL, BTL and digital in 3 phases – Call for Registration, Introducing the top contestants and the Gala.

IMPACT: Post the Call to action phase LSS successfully reached the highest ever numbers of participation in the platform - 11000 girls registered for LSS. Overall, it proofed to be a very successful campaign for not only LUX but Unilever overall. Some data given: Facebook- Lux Super Star had the highest reach in the history of Unilever with 70% reach in 4+ frequencies. Google- CTR was 2x and Video completion rate was 5% higher than UBL Avg. YouTube- The show received 14.6 million organic views and it had the highest watch time for any UBL brand with 79.07 million minutes watched. The videos were also added to playlist 18.48k times. By the end of the campaign the subscriber base had grown by 102.2k from Jan-May which is the highest growth during any UBL campaign as of now. TV Viewership: Overall the program was the highest viewed program of the year among the target audience. PR: The program also generated PR value of 11.4 million which was the highest PR value generated by any UBL campaign so far.

UCB VIRTUAL BANKNOTE

Agency : Grey Advertising Bangladesh Limited



BACKGROUND: Banking is for the rich and moneyed – a common perception that insolently exists among the common people of Bangladesh, leaving nearly 66% of the population outside the umbrella of formal banking system. Contrarily, most of the people in Bangladesh own and use mobile phones. Along came mobile financial services (MFS) in an effort to ensure a mass level of financial inclusion. Here comes the morbid reality! Despite the existence of an easy-to-use and safe banking system like MFS, most people still rely on old-fashioned physical cash money, exposing themselves to the risk of theft. Upay, wanted to change the behavior of people and encourage them to adopt mobile banking services with open heart.

OBJECTIVES: To change the behavior of people and encourage them to adopt mobile banking services with open heart. Another key focus was to generate the transaction of any possible amount.

CORE IDEA: The core idea needs to be a conversation starter and compelling yet sustainable in nature and that too within the regular budget.

EXECUTION: In Bangladesh, banknotes exist in only 9 denominations, whereas on Upay, one can generate virtual note of any possible amount, tiny or big. As for the design, we took inspiration from the original notes, only to reimagine

and custom design the virtual notes with the touch of altered floral pattern, sketched images of historic sculptures, paintings and the symbols of our freedom; to look and feel familiar to even the most conservative users of cash. Logos of Upay and UCB were used as the issuers of the virtual notes. The unfamiliar yet essential component i.e. the QR code also stayed on virtual notes. With all these in the back-end, each time one generates a virtual banknote to make a transaction, one sees a unique virtual note on Upay. The entire effort of designing the notes and coding the new additions in the app took nearly seven months. The entire process of generating the note has also been uploaded on a microsite.

IMPACT: The solution certainly takes on the barrier of using cash. This intuitive yet easy to use replacement of the age-old physical cash seems to get traction with the non-users of MFS, breaking down their mental barriers. Since the introduction of the modified version of the app, the request for registration increased by 70% in just five days. Meanwhile people generated virtual note and shared those in social media which also created conversation in social media. The local and international media are also appreciating the solution.

IDLC KICKSTART

Agency : Singularity Limited



BACKGROUND: Share market instability has been a major problem for many years. It is a major drawback in the investment scenario of Bangladesh. One of the main reasons is lack of financial literacy. IDLC, one of the largest financial institutes, wanted to teach people the share market investment basics at the time of World Cup Football riding the football madness.

OBJECTIVES: To teach people share market investment basics, to lift the fear of investing in share market in a fun way, to promote financial literacy and gain top of mind awareness when it comes to investments and also to ride the tide of football madness, generating viral reach.

CORE IDEA: They Wanted to relate what if we could relate, World cup = Share market, Players = Stocks, Player Performance = Stock Performance, Player Price = Share Price, and design a game where one can participate and learn the basics of investing in an interesting way. Here we came up with a Fantasy Football game idea, named IDLC Kickstart.

EXECUTION: In this game, people need to buy and sell

players just like they do in share market. Players played/scored/saved in the field and people got points. The price of players also changed based on demand. One could take a virtual loan and buy players then give the loan back with interest. After each round of games, transfer window opened, and participants could change squads based on credit. The users with highest points got attractive prizes and the winner of the entire tournament got a chance to visit Bali with four friends.

IMPACT: The campaign got huge response especially from the young crowd of Bangladesh. The fantasy groups in Bangladesh were flooded with questions and tips. In total, the game was played by 55,000+ people in just 40 days. It became #1 trending in the simulation category of google play in just 5 days. An average user spent more than 31.7 minutes everyday on the app. It got more than 35 thousand app downloads. Virtually through the app, the users did more than 25 billion transactions while buying and selling players. It created mass awareness about investing sensibly and with knowledge.

**Arong
Dairy**

cheese

খাবার যেটাই হোক

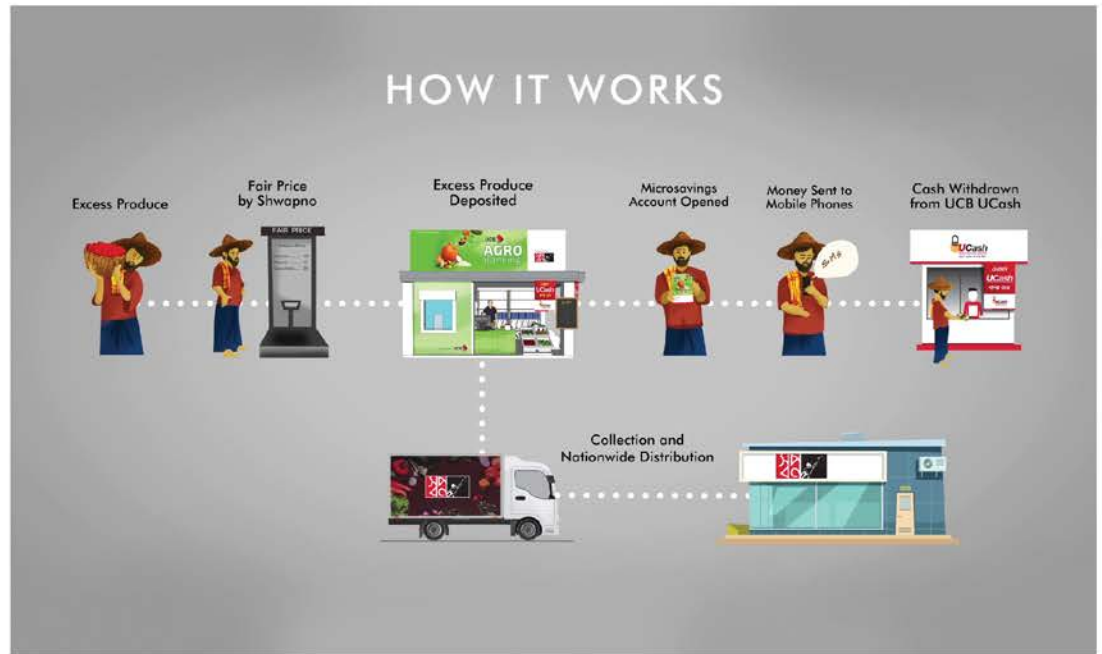
আড়ং ডেইরি চিজের সাথে অনুভূতি একটাই

উমমমমমম...



PROJECT AGROBANKING

Agency : Grey Advertising Bangladesh Limited



BACKGROUND: In Bangladesh, agriculture is the largest employment sector and most of the unbanked populations are farmers by profession, living in the rural areas. So, the 36 million farmers are the financial outcasts who are living off the land, and without the ability to access credit, save, and secure their future. United Commercial Bank (UCB), one of the biggest banks in Bangladesh, decided to bring a change in their outlook about the financially excluded ones and make the banking facilities approachable and accessible to them.

OBJECTIVES: One of the key objectives of this campaign is to bring a change in their outlook about the financially excluded ones and solve the farmers' problem of accessing banking services and getting fair price for their excess produce.

CORE IDEA: The unbanked farmers do not have enough cash to go to banks, but they grow fresh produce which are often yielded more than needed. However, the excess produce is more when it comes to individual families but insignificant to sell in the wholesale market. Therefore, those are generally sold at unfairly low prices where the middlemen get benefited the most. So, we thought of solving both the issues i.e. lack of funds for the farmers and getting unfair prices for the excess produce, through one idea – AgroBanking. AgroBanking is the world's first gumption to transform fresh fruits and vegetables into bank accounts. It allows farmers to open micro savings accounts in exchange for their

produce. The initiative is designed to enable farmers to build credit histories, amass savings and eventually become eligible for other benefits like loans.

EXECUTION: The idea was to set up co-branded points of UCB and Shwapno, at the UCash points or UCB Agent Banking points where available and in mobile vans where none of these were available. In that point, the fresh produce were collected by UCB and the equivalent amount of money was deposited into the farmer's account. The farmer would get an SMS- notification and can keep record in the deposit book. One could also withdraw from account at that point. The price would be fixed every morning based on the rate in the wholesale market. Everyday Shwapno's van would take the fresh produce to the nearest Shwapno outlet/s. A few weeks prior to the launch, megaphone announcements and posters were pasted in the implementing areas.

IMPACT: Since its launch, roughly 4000 new accounts were opened and 58 tons of fresh produce were collected. The initiative generated 42 media impressions till date worth more than USD 1.5M. Though the project was initially launched in one village, 115 more villages are showing interest and requesting UCB and Shwapno to start AgroBanking at their villages as well. So far the project has been implemented in 5 villages, and will soon be implemented in 9 more.

GREEN DELTA AUGMENTED REALITY CALENDAR

Agency : Mark8 Communication



Bronze | Mobile

BACKGROUND: Today's world is a digital and fast world and for any company, coping up with this fast-paced world is a must. Like every year, Green Delta Insurance Company contacted mark8 communication regarding its New Year's desk calendar. But this year, their requirement was to do something out of the box and also digitally supported. So, they came up with the plan of Augmented Reality. Augmented Reality (AR) is a digitally enhanced version of reality where real-world environments are augmented with superimposed computer-generated images to create an enhanced user experience. Though augmented reality is a familiar technology, but using it in a corporate desk calendar in Bangladesh was a genuine innovation.

OBJECTIVE: The main objective of this landmark idea was to strengthen interactions with the customers and other stakeholders and to create a strong brand value at the same time. Another objective was to embrace digital means and doing something innovative.

CORE IDEA: The core idea was very simple, doing something unorthodox with a typical media. The idea was turned into a strategy by selecting 12 products/services from Green Delta Insurance Company that were featured in the 12 pages of the calendar. As AR calendars can turn into live action with audio, the portrayal of the services/products were more effective.

EXECUTION: After finalizing the 12 products/services, they shot videos for each of the products. "Video shooting for a Calendar" was as challenging as it sounds. They shot for several days. The main creative strategy was to show the customers what changes the products of this brand bring. Augmented Reality cannot house long videos, so high quality creative perfection was needed to connect the product with two different scenarios in a frame of few seconds. Then they recorded the sound effects. The next big challenge was building the app for viewing the calendar in augmented reality. They did it successfully and released the app – "GD Calendar" in cross platforms, Playstore for android and App Store for iOS. A total of 5000 units of the calendar were printed and delivered.

IMPACT: The first ever corporate AR calendar in Bangladesh got a warm reception. The app to view this calendar in Augmented Reality was downloaded more than 1000 times. Applause came from different levels including higher government officials. With this innovative touch, this otherwise typical and regular campaign of a desk calendar proved to be more effectively increasing the brand value and a robust interaction was made with the target audience. Some other brands have followed our path already and used AR in desk calendar.

COCA-COLA 'BANGLA EKHON BANGLA TOKHON'

Agency : Grey Advertising Bangladesh Limited



Gold | Music/Jingle

BACKGROUND: Language is like flowing water. It evolves as it keeps flowing. As a result new generation does not speak the same Bangla as the earlier generations. So a cold war exists between the two generations on how Bangla should be spoken which increases distance between generations. Also the younger generations have inclined towards foreign language to express their feelings.

OBJECTIVES: To bring people of different generations or backgrounds in the context of bangla language, creating a platform for debate over the traditional and contemporary meaning of words.

CORE IDEA: Finding out the words that have acquired new meanings or the words that have newly entered to the culture keep the language fun and contemporary to youth so that they

do not incline towards foreign languages to express their feelings.

EXECUTION: It started with 21 words on the label containing both traditional and contemporary meaning. Both online and offline medium used as a platform for discussion. Microsite for voting for/against the meaning of the words. Debate competition was held at 168 universities. 3 video content and 1 song to promote the campaign.

IMPACT: Total campaign reach/impression in digital media- 101 million. Campaign video views (3 videos)- 7.5 million. Campaign Engagement- 8.1 million. Vote cast via microsite- 8,066. Brand Love Score increased by 6% over last year. Consumption increased by 63% over last year.

AAFI MANGO FRUIT DRINK – FIFA WORLD CUP CAMPAIGN

Agency : Adcomm Limited



Silver | Music/Jingle

BACKGROUND: It significantly focuses around the FIFA World Cup 2018. After every four years, the country wraps itself in different colors of flags out of which the most common are the flags of Argentina and Brazil.

OBJECTIVE: Their prime objective was to blend into the hype of FIFA World Cup and begin the celebrations of the supporters of the greatest teams.

CORE IDEA: To blend and reach the consumers more efficiently, a fun qawali OVC was introduced which was enacted by two local and famous YouTube stars with massive fan following throughout the country. They used the fruit drink through the TVC during the performance increasing the brand visibility.

EXECUTION: A qawali song was produced where the stars lend their vocals. Every person likes to laugh and have a good time; therefore the stars portrayed a comical role throughout the TVC with pure entertainment. The promotional activities were carried out through the introduction of a fun new label design and a comical Muppet which enhanced the entertainment twofold. Albeit, the Muppet was taken on road shows to motivate every supporter throughout the city.

IMPACT: This jingle had a fun loving and comedic approach to the consumers. The TVC turned out to be very prosperous and the supporting spirit was ignited within all the contenders. The drink turned out to be one of the most consumed beverages in the world cup season.

FRESH MILK KHATI GORUR KHATI DUDH CAMPAIGN

Agency : Adcomm Limited



Silver | Music/Jingle

BACKGROUND: Fresh milk found itself in the middle of recovering market from controversies of product quality and illegal substances added to the final product. The brand needed a strong and outstanding campaign that will allow it to stand out, whilst promoting its superior product quality at the same time.

OBJECTIVE: To create a campaign that makes the consumers think differently about the whole industry and about Fresh milk. Specially improve product perception in terms of "Country Origin" and "Taste" parameters.

CORE IDEA: The core idea behind the campaign was to look back at the source of the product – cows. Most brands can (and do) show their high tech factories, but that does not left anything to differentiate them, leaving the consumer in a more confused state than ever before. To further prove that Fresh

milk is better than the rest, they decided to focus on the cows as Fresh only sources milk from highly certified producers.

EXECUTION: To make the ad visually remarkable and easy to remember, we decided to use the term "গরু খাটি তো দুধ খাটি" as segue to show an actual cow delivering milk every day to a house. By showing something as unrealistic as that, the ad grabs the viewer's attention and then goes on to explain that although it is not possible to show all the cows producing the milk every day for the brand, they ensure the cows producing milk for Fresh milk are the best by maintaining our high standards. The whole idea was based on a visually different and stunning TVC, other than which the idea would not have gained as much attention.

IMPACT: 35% Sales Growth; Outlet Coverage increases 17%; TOM increased by 41%.

BANGLALINK 'BESHI BESHI KHUSHI KHUSHI' THEMATIC CAMPAIGN

Agency : Asiatic JWT/Asiatic 3Sixty



BACKGROUND: Banglalink has always been a brand for the mass. Since its inception, Banglalink has put their effort into making mobile telephony affordable to people from all walks of life. However, in the recent years, the brand had moved away from its strength area: value for money (VFM). This resulted in a reduction of brand salience. In order to regain this and improve all other brand health parameters, in May 2018, Banglalink decided to reinforce the VFM positioning of the brand by launching the “beshi deyar belay all time champion, Amra Emoni” campaign which highlighted the distinct habit of Bangladeshi’s always ‘giving more’. As a brand for the masses, Banglalink, too, ‘gives more’ – this was the core message of the campaign. To further strengthen the VFM proposition, at the end of 2018, Banglalink launched another VFM campaign based on how consumers ‘felt’ when they got more.

OBJECTIVE: Reinforce and strengthen the VFM positioning by establishing that Banglalink always gives more to its customers. Banglalink already operates in this space so Banglalink’s positioning. Associating Banglalink with the phrase “Beshi Khushi” was also a challenge. This took a leap from the previous thematic campaign “Amra Emoni” while appealing to a wide demographic – both urban and rural.

CORE IDEA: Ensuring that the customers always get the best deals in the market, and more. It is a basic human reaction to smile, when you get more. Thus, by giving more, Banglalink brings smiles to their customers and makes them happy.

EXECUTION: Soon after completing the ‘Amra Amoni’ thematic, we rolled out Phase 2 the “Beshi Khushi” Campaign in full 360 which was another step forward to establish our

VFM proposition strongly. In their previous chapter they have told that Banglalink is the champion of giving more, in the second chapter they have tried to establish a story that happiness is becoming contagious everywhere in Bangladesh as Banglalink is always giving more. They have made the entire film based on song and dance. As a creative hook, specific dance moves were crafted that symbolizes “with Banglalink”, “getting more” and “happiness” to communicate the brand proposition strongly. They made a pair which included the Dhallywood King /film star Shakib Khan and Nusrat Faria as their main protagonists for the campaign, both having a huge fan following in Bangladesh. The TVC was aired in 25 local and 5 Premium Cinema Halls. All the major retails and gateways have been covered with campaign banners, posters, buntings, danglers etc.

IMPACT: Banglalink has less than half new 4G sites to that of the market leader, yet Banglalink’s data revenue growth was 13.2%, while it was -2.1% for the market leader after this campaign. Market leader’s service revenue growth was 0.8% while Banglalink’s was 2.5%. TVC performance in TV Channels: GRP – 1,223, SOV/SOE 28%/24%, 3+ reach during Election spots =65%, 1+ reach during BPL spots =75%, NGRP 849, 31million listeners reached in radio, in print advertisements there were 8 readerships in a minute. In social media 16 million+ total video views across all platforms, 640k+ social media engagement in 40days; highest viewed and engaged ad of the industry. For “Beshi Khushi” activation, in 13 days the total number of challenge takers is 17,838, total survey takers is 16,253, 504,450 total indirect contacts, 610,000 digital reach, 538,541 on ground reach. Total reach 1million+ and 4.8+million coverage generated across print and online media.

KJEH SOUND TRACK "BISHORJON"

Agency : WebAble Digital



Silver | Music/Jingle

BACKGROUND: Tecno Mobile, a concern of Transsion Group, the second largest phone company in Bangladesh, wanted to connect with the upper segment audience. In order to align TECNO with innovation, they launched the first ever interactive short film in Bangladesh on the Valentine's Day of 2019. As a part of production of the short film, 3 original song tracks were released which gained instant acclaim among the audience.

OBJECTIVE: Objective of the song was to create a content which would engage the lead casts to interact with and showcase the phone with a melodious music which would grab people's attention.

CORE IDEA: The idea behind the song was to set a premise for the romantic film and convey the strong emotions associated with the roles the characters played while they used the phones.

EXECUTION: The soulful and touching soundtrack 'Bishorjon' was composed by the promising indie music artist Ariza Ahmed. The music was composed based on a long distance couple's break up story where the individuals had very hectic lifestyles causing them to drift apart. The girl, after several attempts of reaching out to the guy, finally gives up trying and sings the song as a closing message to the guy. We created a music video for the showing glimpse of the latest Tecno phones.

IMPACT: The content received overwhelming positive feedback from the mass with overall reach of 2.1M+ along with 20K+ engagements and 1.5M+ views. The unique style of the voice artist and her unorthodox composition also generated word of mouth leading to many external shares and reposts of the song in various platforms. The artists were invited to talk shows to creating talkability around the track. The track was played in multiple radio stations organically.



এক চুমুও স্বাস্থ্য নয়



“আমার কাছে
জুই-ই সেরা”

দীপা জাহান্না



ফ্রেশ কোকোনাট
থেকে তৈরি

গাঢ় রং

খাঁটি নারিকেল
তেলের গন্ধ

টোল-ফ্রি
কেন্দ্রের জোন ০৮০০০৮৮৮০০০

সুস্বাদু টয়ালটিজ লিমিটেড



AMAR BHAIR ROKTE RANGANO" - EKUSHER GAAN

Agency : Grey Advertising Bangladesh Limited



BACKGROUND: Grameenphone initially wanted to do a campaign that covered the sentiments of both Valentine's Day and International Mother Language Day in the line of celebrating the language of love. However, the agency strongly felt despite the plethora of tributes surrounding Language Day every year, there was still scope for uniqueness. Even though the song itself 'Amar Bhai er Rokte Rangano' has a unique trigger amongst the entire Bengali speaking population around the world, however, the story of Altaf Mahmud, the composer himself of the song, and the inspiration behind it have not been prominently held in a digital communication before – this formed the core idea of our digital content.

OBJECTIVE: Their objective was to come up with a unique content that makes the history behind the 21st February song relevant again amongst today's generation. Native campaigns are usually short lived as they are mostly special day commemoration, thus we had to come up with the most compelling content that stands out and generates any empathy in such a competitive landscape.

CORE IDEA: The core idea stemmed from the realization that there was not much awareness amongst the current generation regarding the original creators of the song- lyricist Altaf Mahmud and music composer late Abdul Gaffer Choudhury. they intentionally chose a diverse, multilingual youth-centric place - they collaborated with Asian University for Women (AUW) – a unique university situated in Chittagong that houses an international all-female student body, representing over 35 ethnicities and speaking over 25 different languages who were also part of a choir group that had the potential to present the iconic "Amar Bhai er Rokte Rangano" song in a never-before-seen format.

EXECUTION: The beauty of the campaign was that it was experimental –it was a collaboration between a multilingual student body who had bare minimum grasps on the Bengali language coming together to pay tribute to a living member of one of the founder's family members, Shawan Mahmud and the resulting emotions dictated the outcome of the content. Lyrics of the original song were translated in 17 languages so that the choir directors could string together the various translations in a way that would fit the meter of the song without deviating from the original. For the first time, we had foreign students singing a choir version of the song and recorded live at multiple locations – this whole collaboration and process of perfecting the song itself became the most engaging aspect of the content. The biggest challenge was converting performance locations into sound recording spaces as all content generated was final – a lesser challenge than verifying lyrical translations in multi languages, articulating the significance of the tribute to foreign students who by the end of the experimentation had felt emotionally moved by the tribute they designed themselves!

IMPACT: it triggered a lot of emotional engagement for the family in turn resulted in generating huge emotional value that was evident from the number of likes and shares, as well as awareness and gratitude about the historical context of one of the most important cultural pieces for our language. The result was phenomenal as the OVC had triggered a high organic engagement as people from all demographic domains were reached out to and the untouched by the whole arrangement. The video in Facebook had 6.8 million views with 3,800 comments while the YouTube video generated 759,315 views.

COCA-COLA 'BANGLA EKHON BANGLA TOKHON'

Agency : Grey Advertising Bangladesh Limited



Silver | Native

BACKGROUND: Language is like flowing water. It evolves as it keeps flowing. As a result new generation does not speak the same Bangla the earlier generations used to speak. So a cold war exists between the two generations on how Bangla should be spoken which increases distance between generations. Also the younger generations have inclined towards foreign language to express their feelings.

OBJECTIVES: Keeping Bangla in the conversation and make the younger generation own the Language. To bring people of different generations or backgrounds in the context of language. To create a platform for debate over the traditional and contemporary meaning of words.

CORE IDEA: Finding out the words that have acquired new meanings or the words that have newly entered to the culture

and creating a platform for two generations to discuss about the evolution of language and its acceptability. Keep the language fun and contemporary to youth so that they do not incline towards foreign languages to express their feelings.

EXECUTION: It started with 21 words on the label containing both traditional and contemporary meaning. Both online and offline medium used as a platform for discussion. Microsite for voting for/against the meaning of the words. Debate competition at 168 universities. 3 video content and 1 song to promote the campaign.

IMPACT: Total campaign reach/impression in digital media- 101 million. Campaign video views (3 videos)- 7.5 million. Campaign Engagement- 8.1 million. Vote cast via microsite- 8,066. Brand Love Score increased by 6% over last year. Consumption increased by 63% over last year.

ROBI REGIONAL CAMPAIGN

Agency : Adcomm Limited



Bronze | Native

BACKGROUND: Historically the whole of Chattogram division has been the strong hold for Robi. Robi has been serving almost all of the population from this region from the very moment mobile telecommunication service has been launched in Bangladesh. But in recent years that unmatched image was being challenged by other business entities.

OBJECTIVE: Create awareness about the superiority of Robi's product, services and networks and be effectively interesting, unique and credible.

CORE IDEA: The idea was to portray that people of this region are different from any other part of the country and they have something that is only exclusive to them. Robi being the oldest Telco service provider in the region knows these special traits of the people and cater them accordingly.

EXECUTION: The creative proposition was 'We Know You (CCN PEOPLE) Better'. To communicate this proposition, they have come up with few stories, outdoor

installations, digital posts and product ideas where it was shown that how unique the people of this region are and how Robi comes up with products, services and solutions for them considering those traits.

IMPACT: Every communication content/material; like- the web films, press ads, installations, social media posts; was designed with local prides, language/dialect and specialties. So, instantly it made its connection with the intended audience and took the mind space by a storm. And it was the time when the much anticipated mobile number portability (MNP) service was launched for the first time in Bangladesh. As Chattogram division has the biggest number of Robi users it was a great challenge for the brand to retain the customers in the brand as well as gaining new population to user base. The gaining ratio was 10:1 (for every 1 left, we gained 10). And the retention challenge was successful as the whole demography embraced the idea of ROBI BEING THEIR OWN BRAND.

২১শে ফেব্রুয়ারী (21ST FEBRUARY)

Agency : O&Z Solutions



Bronze | Native

BACKGROUND: We live in Bangladesh, our mother language is Bangla. We fought for language against Pakistan. Lots of tribal people also live here and have different languages. Sometimes, we criticize other language which is not a good practice. We have to respect every language.

OBJECTIVES: To create awareness and stop criticizing about other languages, what people do intentionally or unintentionally. We should respect other languages like our own language. In Bangladesh, people of different kinds of language, religion, beliefs, tradition lives. They are different from each other. So, our main objectives is to aware the people to create same values for all people.

CORE IDEA: The main idea is to make a social awareness to respect the other languages and create awareness to stop the critique.

EXECUTION: The execution of this campaign started with Tribal language banner in Tribal area as well as CNG branding and 21st February, we gave press ad in local newspaper. They also published 8 Facebook post in 8 different local languages. Finally they launched OVC to support the campaign which was applauded a lot.

IMPACT: The campaign consisted of Banners in Bangla and as well as different tribal languages, CNG Branding, 8 Facebook post in local languages, and 1 OVC. The communications were vastly accepted and applauded by the general people. They shared the contents along with showing support with the cause. The videos were viewed approximately 1.6 million times and shared 8.5 K times. Still peoples are viewing and sharing the video.

BIJOYER GOLPO - RFL 16 DEC. CAMPAIGN

Agency : Bagher Bachcha Digital



BACKGROUND: RFL Group, being one of the largest conglomerates in Bangladesh, offers products and services for almost every household in Bangladesh. As 2018 Victory Day commenced, RFL Group saw the opportunity to create resonance with one of our most cherished passion points- the 1971 Liberation War. RFL wanted to connect with the TG by giving a tribute to the greatest moment in Bangladesh's history. The main tool for this campaign brought forth one of the original art forms of Bangladesh- the Rickshaw Paint.

OBJECTIVES: The goal was to connect with the TG and create brand resonance by associating with their passion point to showcase the heroism and the adventures of our Liberation War, restaging the stories in the form of Rickshaw Art and generating talk-ability and creating brand resonance.

CORE IDEA: Core idea was to tap into consumers' minds using a regular commute element and turn it into an instrument that can showcase the exciting stories of '71 as well as making it a thought provoking art piece.

So the strategy was to first find out the stories in which the TG could see them into. Thus the idea of showcasing these heroic stories came into being as the "Bijoyer Golpo".

EXECUTION: The challenges were to connect with the TG who has the attention-span of a goldfish and to connect with the generation who sees the world through their phone screens. For that, they made the stories visible everywhere – on rickshaws and CNGs as paintings, through scanning QR

codes that would tell the stories as animated movies on phones, through microsite, press ads, online video, t-shirts, Facebook profile picture frames – RFL Bijoyer Golpo was everywhere.

1200 special rickshaws carrying the stories and QR code were released all over Dhaka city. Free Bijoy rickshaw rides for Freedom Fighters, physically challenged and elderly people were initiated in Dhaka University area on 16th December.

In a city where billboards are prohibited, they chose rickshaws to feature the campaign. Along with the rickshaws, a number of CNGs and buses also carried around the campaign like moving billboards, traveling to various parts of the city, taking the stories to the people as colorful, vibrant art forms.

IMPACT: The TVC was viewed more than 2.5 million times on Facebook. The campaign reached approximately 3 million people through printed and online news portals and 2.4 Million people through rickshaw, CNG and bus branding. Around 12,000 people watched all the six animated videos through YouTube and microsite. The Rickshaw Arts were appreciated and generated talkability. By spending around 10 Million taka, the campaign generated almost 35 Million taka worth of PR Value.



জীবন বাঁচায় জীবনকে এগিয়ে নিয়ে যায়



৩৫ বছর ধরে ডায়রিয়া ও পানিশূন্যতায়
অসংখ্য জীবন বাঁচিয়ে সুস্থ-সবল
বাংলাদেশকে সামনে এগিয়ে নিয়ে যাচ্ছে
এসএমসি'র ওরস্যালাইন-এন।



● নকল ভেজাল বন্ধ করি, জনস্বাস্থ্য নিশ্চিত করি ● ঔষধ প্রশাসন অধিদপ্তরের মোবাইল অ্যাপ-এর মাধ্যমে ঔষধের মূল্য, বিরূপ প্রতিক্রিয়া
রিপোর্টিং ও সঠিকতা সম্পর্কে জানতে ও জানাতে পারবেন। লিংক: <https://play.google.com/store/apps/details?id=com.dgda.adr>

ROBI APARAJEYO BANGLA SOCIAL EXPERIMENT

Agency : Sun Communications Limited



Gold | Outdoor

BACKGROUND: In 1971, the freedom fighters were mostly the mass people of Bangladesh. These people from various backgrounds united together to liberate Bangladesh. Their unbound love for motherland and collective strength to protect it led us to victory. Robi believes in the power of unity of common people and their zeal of freedom.

OBJECTIVES: The objective of this campaign was to make people experience the power of unity of common people and engage them with the existing brand philosophy.

CORE IDEA: The spirit of Bangladesh liberation war is forever ignited in the heart of people. The campaign concentration was to make them experience the zeal and spirit of the unity of people, the urge of freedom of the liberation war. So, on the occasion of the 47th anniversary of the victory, they took people on the path to reminisce the glorious history of the liberation war.

EXECUTION: In this social experiment, we created a living statue of Aparajeyo Bangla through an act. It is more than just a concrete-built sculpture. The sculpture of three

freedom fighters represents the liberation war of Bangladesh. The three figures symbolize the spirit of youth who fought for their right. Over the years, it represents the independent psyche of the freedom loving Bangladeshi people.

The social experiment took place in Rabindra Sarobar, beside Dhanmondi Lake. While the figures gathered together to recreate the statue at the center of the venue, 'Purbo Digonte Shurjo Utheche,' a song with the spirit of freedom, began to play and popular musicians started playing music and moved towards the sculpture. The crowd spontaneously harmonized with the song together. The whole orchestra created a magnificent environment.

IMPACT: Sculpting the liberation war campaign stirred a huge response throughout social media. The video of the act had 9 million views, 53,000 shares on Facebook and 93,859 views on YouTube, which created huge social media engagement.

MR. BIN

Agency : Singularity Limited



Silver | Outdoor

BACKGROUND: Bangladeshi people have a bad habit of not using dustbin and littering here and there. To address this problem, Fresh Tissue, a brand promoting hygiene, having a motto – ‘Muchhe Jaak Glaani, Ghuche Jaak Jora’ wanted to design a campaign which reflects the brand’s goal to eradicate all the negativities and bad practices like littering here and there from the society.

OBJECTIVES: With the Dhaka Urban citizens in mind, they wanted a campaign that would meet objectives such as promoting the practice of keeping the environment clean according to the brand’s aspiration, creating social impact by designing a new fun and interactive experience, and creating top of mind awareness about Fresh tissue being a voice against negativity.

CORE IDEA: While cracking the core idea, they came up with an interesting question in our minds – “What if dustbins had a voice and a personality? What if they could call people and let them know that they wanted some attention?” To answer this, they then came up with the idea of Mr. Bin - an interactive AI dustbin with a witty personality and ability to interact with people around it. A dustbin that can talk and sing and also can give away gifts with a fun lottery.

EXECUTION: They chose Shimanto Square, Dhanmondi which had one of the highest numbers of footfalls in Dhaka during Ramadan. First they designed the bin in a human form. A digital display face showed emotions and talked. Mr. Bin had three significant technologies. Mr. Bin could detect and track people in front of it. A pseudo artificial intelligence gave Mr. Bin the ability to call people passing in front of it and ask whether they had any waste to dump. If yes, Mr. Bin invited them to throw it in. Mr. Bin could detect if anyone throws any waste in it and would reward him for that. A gift from Fresh Tissue was given away through interesting automated lottery when someone threw any waste.

IMPACT: In this 6-days long activation, the bin has been used by 1500 people and seen by 50 thousand people. Around 300 prizes have been distributed. On the other hand, as everyone got a chance to share his achievement after winning the prizes, the campaign caught attention in social media. Through this campaign, Fresh tissue created awareness about a long standing problem in this society and rewarded those who acted sensibly. People got home with a gift and a message about a brand with a purpose.

KK TEA SOUVENIR PACK

Agency : FCB BITOPI

Bronze | Packaging



BACKGROUND: KK Tea Souvenir Pack- Tea Treat was designed around the concept that expatriates and foreigners carry organically produced tea with the essence of Bangladesh for their loved ones when they depart from here.

OBJECTIVE: To convey the message that KK Tea produces excellent teas with organic farming processes that protect the Mother Nature and to reflect how environmentally competent its farming is.

CORE IDEA: The core idea was promoting KK Tea's organic farming and letting the world know how Bangladesh produces premium quality products without having to harm the nature. The idea turned into a strategy through the excellent packaging, using jute, wood, paper and rope. It had

a message that there were six packets of bliss for their loved ones. The name 'Tea Treat' connoted that it was a present, a box of deliciousness for their friends and family.

EXECUTION: The packaging executed the core idea phenomenally. It was an incredible reusable box made with nature friendly ingredients that attracted people who supported the organic way of life. The wood, rope and paper were all organic to let the customers know how KK Tea is all about the organic life.

IMPACT: The results exceeded expectations as the pack was so well received by customers. The message of organic farming, organic life, and protecting Mother Nature came out beautifully through the one of a kind packaging.

WORLD CUP CAMPAIGN

Agency : Ogilvy Bangladesh



Bronze | Packaging

BACKGROUND: Polar just launched its new brand promise a year back – mon bhalo thak (see the brighter side). The brand wanted to resonate with youth of Bangladesh through every relevant opportunity. Everyone is aware of the hype in Bangladesh during world cup football. So we wanted to ride the hype wave during that time.

OBJECTIVES: They wanted to connect with the crazy fans of the country. So the clear objective was to launch 4 unique flavored lollies with new transparent packaging to connect with each supporter group.

CORE IDEA: Almost 90% of youth is split into Brazil and Argentina fans, a few Germany and Spain fans emerged in

the country. The strategy was simple. Give each supporter group a new flavor to cheer for his team. The 4 flavors were – Brazil (green mango- yellow color), Argentina (blueberry- blue color), Germany (litchi- transparent water color) and Spain (orange- reddish orange color). The concept urged supporters to “cheer for your team with your team’s lolly in hand.”

EXECUTION: The packaging was unique and we had a fully transparent packaging for the first time.

IMPACT: Production was done for 2 months sales- one month pre hype period and one month during world cup. The entire stock was sold within 5 weeks.

DEBI – MISIR ALI PROTHOMBAR PROMOTIONAL CAMPAIGN

Agency : Purplebot Digital Ltd.



CHANCHAL AND JAYA APPEARED
ON MAASRANGA TV AS NEWSREADERS

BACKGROUND: Based on the popular novel by Humayan Ahmed, Debi - Misir Ali Prothombar garnered a lot of attention, putting this very important part of Bangla literature under the microscope. Produced by Jaya Ahsan and directed by Anam Biswas, it was one of the most anticipated movies in recent years.

OBJECTIVES: While Misir Ali was trying to solve his own complicated mysteries, they wanted to figure out how to pull off the most successful marketing campaign in Bangladeshi film history. The objective was simple: build enough hype and excitement to bring the audience to cinema halls.

CORE IDEA: They knew from the start that promoting a film of this scale is not a sprint, it's a marathon. They mapped out the journey of a moviegoer and wanted Debi to be present across all the touch points. For PR, They focused on ensuring maximum exposure. They wanted our strategic approach to be sound, just what a methodical character like Misir Ali deserved. The whole campaign needed to be in line with the core message of "Bepar ta bojhadorkar", keeping the sense of mystery and curiosity alive along the way.

EXECUTION: They had to make sure that if Debi did something, people needed to know about it. During this whole period, Debi was heavily featured on newspapers,

magazines, talk shows, radio shows and online portals on a 360 degree spectrum. Debi cast with the team went to various cinema halls, universities and locations across the country to promote the movie. Debi broke the internet just two days before the release. Jaya Ahsan and Chanchal Chowdhury appeared on Maasranga TV as newsreaders and became the talk of the town. Debi partnered up with Bishwo Rang to launch a line of clothes and organized the Debi Model Hunt fashion show. In the Meet the Press event, for the first time the red carpet was for the journalists and not the actors. As for other publicity stunts, Jaya Ahsan and Sabnam Faria sold tickets for the movie in cinema halls. A magician vanished Jaya Ahsan at a surprise public magic show.

IMPACT: The direct results came in the way of Debi being the most hyped movie in recent history in Bangladesh. It reached millions of people across the world and the engagement was constantly higher than any traditional campaign due to the interest of the people. It was the key topic of discussion not only for cinephiles, but also for the general public. It had a huge opening in halls and Debi was dubbed the most commercially successful movie of 2018 in the Bangladeshi cinema lore, creating milestones in marketing a film along the way.

SINGER

THANK YOU

For choosing SINGER
as the Best Refrigerator Brand in Bangladesh

International market research firm - Nielsen conducted a survey on consumer insights across the country. In the survey people of Bangladesh has recognized SINGER as the Best Refrigerator Brand.



SINGER®
TRUSTED INTERNATIONAL BRAND

XTREME XPLORE

Agency : Mediacom Limited



Silver | Print

BACKGROUND: Xtreme is a premium condom brand of SMC. This brand is all about thrilling side of love making. To be in the top of mind of the consumer print communication was required.

OBJECTIVES: Increase brand awareness in terms of proposition of the brand.

CORE IDEA: We associate thrill & adventure side of love making with the brand.

EXECUTION: Marking a mapping sign on female wet figure portrayed as high landscape and calling for explore; that was the visual execution for Xtreme. Adventurous side of love making was represented through this visual. Explore the hidden territories to get extreme pleasure was the overall message of this visual communication.

IMPACT: It was reached to 228,223 people and 5694 people were engaged in this post.

SUPERMOM GHUMER GARI

Agency : Mediacom Limited



BACKGROUND: Supermom Baby diaper was launched with an intention to make the life of parents, especially mother, easy. Mothers always possess a feel of inferior complexity that she is unable to give the best to her baby, accompanied by the variety advice from friends and family – how to grow up a baby. While using diaper, parents face problems such as rash, leakage, improper fitting. Supermom Baby Diaper was launched to help mothers feel like a SUPERMOM, with the assurance of “no leakage”, “no rash” and “ultimate comfort” for the baby. 80% more absorbing capacity (than any other diaper) made the product superior than others. However, backed by the toll free care-line service for helping mothers to grow up baby comfortably, SUPERMOM Baby Diaper came in second rank within 2 years of launching.

Nevertheless, Supermom baby diaper also helps the baby grow healthier than any other diaper as it ensures 80% absorbency. Therefore, print was designed to promote the feature of Supermom provide assurance of uninterrupted comfortable sleep.

OBJECTIVES: To create brand awareness and reinforce the feature of Supermom Baby Diaper.

CORE IDEA: Sleep is an essential part of everyone’s routine and an indispensable part of a healthy lifestyle. Studies have shown that kids who regularly get an adequate amount of sleep have improved attention, behavior, learning, memory, and overall mental and physical health. It varies based on age. The American Academy of Pediatrics recommends that infants under 1 year get 12-16 hours, children 1-2 years old get 11-14 hours and children 3-5 years old get 10-13 hours. Based on that note, a print was designed so that the feature of Supermom baby diaper can be addressed and acknowledged by the audience for baby’s well being.

EXECUTION: A print is not enough to portray the importance of sleep but the challenge in handled and a sleeping baby was shown which implies that he is in comfort and the sleep is not interrupted as he is wearing Supermom baby diaper.

IMPACT: Slight increase in the market share of SUPERMOM Baby Diaper from 10% to 12% and good response of the audience.

BANGLALINK 'BESHI Beshi KHUSHI KHUSHI' THEMATIC CAMPAIGN

Agency : Asiatic JWT/Asiatic 3Sixty



BACKGROUND: In May 2018, Banglalink decided to reinforce the VFM positioning of the brand by launching the quote : beshi deyar belaa all time champion, Amra Emoni campaign which highlighted the distinct habit of Bangladeshi's always 'giving more'. As a brand for the masses, Banglalink, too, 'gives more' – this was the core message of the campaign. To further strengthen the VFM proposition, at the end of 2018, Banglalink launched another VFM campaign based on how consumers 'felt' when they got more (from a consumer perspective).

OBJECTIVES: Reinforce and strengthen the VFM positioning by establishing that Banglalink always gives more to its customers. Opportunity: Banglalink already operates in this space so this was an opportunity to further solidify Banglalink's positioning. Challenge: Associate Banglalink with the phrase "Beshi Beshi". Consideration: This took a leap from the previous thematic campaign "Amra Emoni" while appealing to a wide demographic – both urban and rural.

CORE IDEA: In a saturated telco scene, customers seek three major things from their operators – price, network, and offers. Banglalink ensures that their customers always get the best deals in the market, and more. It is a basic human reaction to smile, when you get more. Thus, by giving more, Banglalink brings smiles to their customers and makes them happy.

EXECUTION: Soon after completing the 'Amra Amoni' thematic, they rolled out Phase 2 the "Beshi Khushi" Campaign in full 360 which was another step forward to establish their VFM proposition strongly. In their previous chapter they have told that Banglalink is the champion of giving more, in the second chapter they have tried to establish a story that happiness is becoming contagious everywhere in Bangladesh as Banglalink is always giving

more. The months of December, January, February are considered as being festive in our country. Usually this is the time when most of the weddings, festivals take place. Banglalink on the other hand has a long heritage of being associated with song and dance. Keeping all in consideration they have made the entire commercial / campaign based on song and dance. The idea was to make the song and dance moves popular among the audience. They have created specific dance moves that symbolizes "With Banglalink", "getting more" and "happiness" to communicate the brand proposition strongly. In our music / song they have repeatedly hammered on specific words such as – 'Banglalink e', 'beshi beshi and Khushi khushi', 'everybody' – which referred to – 'with Banglalink everybody gets more, which makes everybody happy. They in a way wanted to embed the chorus into the consumers mind so that whenever they hear beshi beshi they can relate to Banglalink. The commercial jingle was played as a song/RDC across 6 different Radio channels throughout the country with high density. To make it happen we took Dhallywood King, film star Shakib Khan and Nusrat Faria as our protagonists who have a huge fan following in Bangladesh. Using them as protagonists have helped us to generate huge response and positive word of mouth.

IMPACT : 13.2% enhancement of data usage with 3.8% growth in user. Banglalink has less than half new 4G sites to that of the market leader, yet Banglalink's data revenue growth was 13.2%, while it was -2.1% for the market leader after this campaign. Market leader's service revenue growth was 0.8% while Banglalink's was 2.5%. TVC performance in TV Channels: GRP – 1,223, SOV/SOE 28%/24%, 3+ reach during Election spots = 65%, 1+ reach during BPL spots =75%, NGRP 849. Radio: 31mln listeners reached. Print Ad: 8 readerships in a minute .



You deserve better

Crunchy **coconut** Caramel

Delicious coconut ice cream interlaced with
caramel ripple and crunchy coconut chunks



PROJECT AGROBANKING

Agency Grey Advertising Bangladesh Limited

Grand Prix | Rural Marketing



WORLD'S FIRST INITIATIVE TO TRANSFORM FRESH FRUITS AND VEGETABLES INTO BANK ACCOUNTS

THE UNBANKED BANGLADESHIS
36 million small farmers living off the land, without the ability to access credit, save, and secure their future. These farmers usually grow more than they can sell at local markets, so the excess produce is either wasted or sold to middlemen at a loss.

THE SOLUTION
United Commercial Bank joined local retail giant, Shwapno to purchase produce at fair prices. AgroBanking allows farmers to open mobile banking accounts in exchange for their produce. Shwapno delivers fresh produce to stores across Bangladesh. Enabling farmers to join the formal economy, while reducing inequality and helping them grow through financial inclusion.

HOW IT WORKS

In just one month:

- 750 accounts opened
- 58 tonnes produce collected
- 40+ free media impressions worth \$1.5m+
- 115 villages showed interest

BACKGROUND: In Bangladesh, agriculture is the largest employment sector and most of the unbanked populations are farmers by profession, living in the rural areas. So, the 36 million farmers are the financial outcasts who are living off the land, and without the ability to access credit, save, and secure their future. United Commercial Bank (UCB), one of the biggest banks in Bangladesh, decided to bring a change in their outlook about the financially excluded ones and make the banking facilities approachable and accessible to them.

OBJECTIVES: One of the key objectives of this campaign is to bring a change in their outlook about the financially excluded ones and solve the farmers' problem of accessing banking services and getting fair price for their excess produce.

CORE IDEA: The unbanked farmers do not have enough cash to go to banks, but they grow fresh produce which are often yielded more than needed. However, the excess produce is more when it comes to individual families but insignificant to sell in the wholesale market. Therefore, those are generally sold at unfairly low prices where the middlemen get benefited the most. So, we thought of solving both the issues i.e. lack of funds for the farmers and getting unfair prices for the excess produce, through one idea – AgroBanking. AgroBanking is the world's first gumption to transform fresh fruits and vegetables into bank accounts. It allows

farmers to open micro savings accounts in exchange for their produce. The initiative is designed to enable farmers to build credit histories, amass savings and eventually become eligible for other benefits like loans.

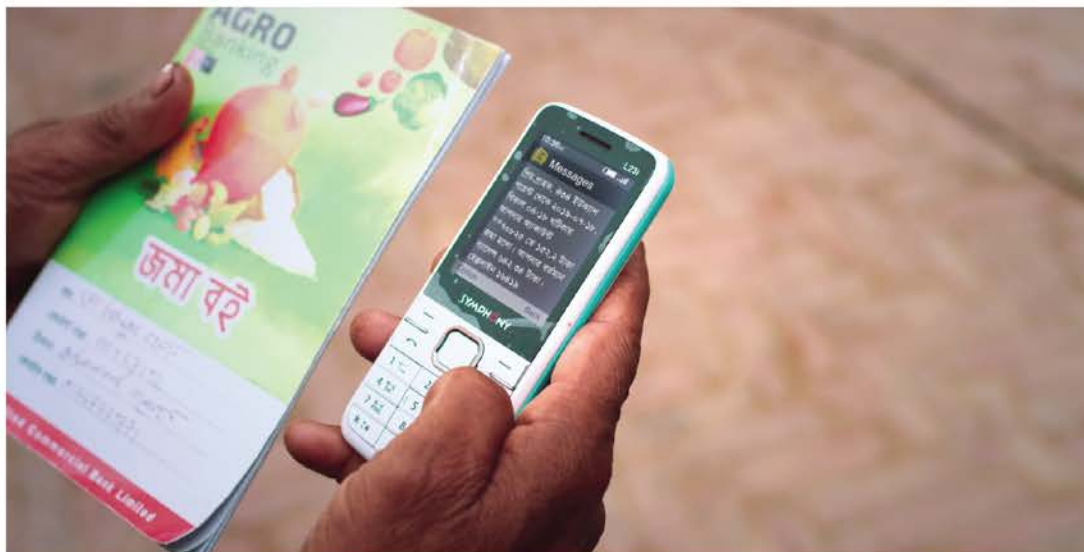
EXECUTION: The idea was to set up co-branded points of UCB and Shwapno, at the UCash points or UCB Agent Banking points where available and in mobile vans where none of these were available. In that point, the fresh produce were collected by UCB and the equivalent amount of money was deposited into the farmer's account. The farmer would get an SMS- notification and can keep record in the deposit book. One could also withdraw from account at that point. The price would be fixed every morning based on the rate in the wholesale market. Everyday Shwapno's van would take the fresh produce to the nearest Shwapno outlet/s. A few weeks prior to the launch, megaphone announcements and posters were pasted in the implementing areas.

IMPACT: Since its launch, roughly 4000 new accounts were opened and 58 tons of fresh produce were collected. The initiative generated 42 media impressions till date worth more than USD 1.5M. Though the project was initially launched in one village, 115 more villages are showing interest and requesting UCB and Shwapno to start AgroBanking at their villages as well. So far the project has been implemented in 5 villages, and will soon be implemented in 9 more.

PROJECT AGROBANKING

Agency : Grey Advertising Bangladesh Limited

Grand Prix | Social Campaign



BACKGROUND: The paradox about Bangladesh is that it has become one of the fastest growing economies in the world with half of its adults remaining financially excluded. Lack of sufficient fund, high cost of financial transaction and lack of banks' dedication to offer diversified services are seen to be the major roadblocks for greater financial inclusion. Hence, they remain as the futile long-tail for the banks. In Bangladesh, agriculture is the largest employment sector and most of the unbanked population is farmers by profession, living in the rural areas. So, the 36 million farmers are the financial outcasts who are living off the land, and without the ability to access credit, save, and secure their future.

OBJECTIVES: The objective of the campaign was to bring these farmers into financial inclusion which will make the banking facilities approachable and accessible for them.

CORE IDEA: The unbanked farmers don't have enough cash to go to banks, but they grow fresh produce which are often yielded more than needed. However, the excess produce is more when it comes to individual families but insignificant to sell in the wholesale market. So, these are generally sold at low price where the middlemen get benefited the most. Our idea was to solve the problem for both the farmers and country's economy by making use of their excess produce.

AgroBanking is the world's first gumption to transform fresh fruits and vegetables into bank accounts. It allows farmers to open micro savings accounts in exchange for their produce. It

is an initiative that does financial inclusion of rural people. The initiative is designed to enable farmers to build credit histories, amass savings and eventually become eligible for other benefits like loans.

EXECUTION: Farmers from the rural villages can go to any UCash or UCB bank outlet with unsold fruits and vegetables. The supermarket then purchases the excess produce at the same prices that are charged by wholesalers in major cities. Farmers can sell a maximum of 20 kilos of produce per day. This is to ensure that commercial farmers and middlemen cannot abuse the AgroBanking initiative and makes sure that there is a steady flow of fruit and vegetable based on consumer demands.

IMPACT: AgroBanking is the first-of-its-kind solution that really solves the farmers' problem of accessing banking services and getting fair price for their excess produce. Hence it created massive excitement among the farmers and general people of Bangladesh. Since its launch, roughly 4,000 new accounts were opened and 58 tons of fresh produce were collected. Positive conversations started happening on social media about the potential of this concept to reduce poverty. The initiative generated 42 media impressions till date worth more than USD 1.5m. Though the project was initially launched in one village, 115 more villages are showing interest and requesting UCB and Shwapno to start AgroBanking at their villages as well. So far the project has been implemented in 5 villages, and will soon be implemented in 9 more.

END CHILD MARRIAGE CAMPAIGN – PHASE 2

Agency : Asiatic JWT/Asiatic 3Sixty

Bronze | Social Campaign



BACKGROUND: In Bangladesh 18% girls are married off before 15, and 52% are before 18. Though strict law prevails in our country, a major part of the population is reluctant about it. The government has a vision- ending child marriage by 2041. Eliminating under 15 marriage rates and reducing under 18 marriage rates by one-third by 2021.

OBJECTIVES: To induce rapid shifts, social norms and attitudes a national multimedia campaign was launched by UNICEF, the Government and partners. The target was to stand against the practice and make it everybody's responsibility.

CORE IDEA: The breakthrough idea is to reposition child marriage from celebration to totally unacceptable offence. The creative tool is a beat of protest, alternative to sound of celebration. Fictional stories as well as real life testimonials shared their messages through PSA's, a TV drama series and also on social media.

EXECUTION: The main campaign vehicles were- 3 TV

spots, 26-episode Enter-Education drama for TV, radio and digital platforms, 45 minutes drama for local screening and Outdoor materials (billboards, wall paints).

IMPACT: 12 TV stations aired PSAs for free (worth \$170,190), 5 TV channels donated free broadcast time (worth \$90,785) for the drama-serial, 20 Radio channels broadcasted PSAs for free. In social media 58,039,410 reaches, 1,577,645 engagements and 17,311,219 views were made throughout all contents. The National Helpline number featured in the PSAs generated 2200 - 2500 calls per day to Ministry of Women and Child Affairs (MoWCA). The campaign won Silver in 2018 APAC Effie Awards, Inaugural Gold in Telly award 2018, SM4E Social Media Activation Awards 2018 and three Accolade Awards in 2017, 5 Commwards by Brand Forum and in 2019 two awards in IndieFest Film, and the drama series won Bronze in Telly Awards. M&E of the campaign, included research to access campaign assessments found a 17.4% increase that people didn't know about any child marriages in their community in the past one year.

Commward Finalists

This year Commward had spectacular entries from the amazing creative minds of Bangladesh. The best campaigns have been recognized as the changemakers for the creative momentum of our country. The campaigns that had a great potential and were considered for colors have been entitled as the FINALISTS. All these campaigns can uphold the dignity of Bangladesh to a global stature. Through the recognition it is hoped that Bangladesh will scale towards a new creative height.

Category	Campaign	Agency
Art Direction	Ispahani Mirzapore New Year Post Za 'n Zee Calendar Himalaya Aloe Vera Face Wash Launch Apnar Garir Ki Nishash Nite Koshto Hoy?	Adcomm Limited Adcomm Limited I Positive Communications Limited The PH Factor
Best Campaign by New Agency	বায়ান্ন তে বর্ণমালা, একাত্তরে দেশ	O&Z Solutions
Campaign for Women	Senora Supportive Male Campaign Tolo Awaz	Mediacom Limited O&Z Solutions
Copywriting	Ispahani Mirzapore Banglabid Season 3 Launch Vaseline Astha Rakhun Campaign GP Network 2018 (Neel Jama)	Adcomm Limited Adcomm Limited Grey Advertising Bangladesh Limited
Digital	Totally Cool SIM Airtel MNP Campaign Friendship Always Wins - Airtel 16th December Campaign ACI Sandal Soap Calendar Girls 2019 Easylife Digital Marketing Debi - Misir Ali Prothombar Promotional Campaign Apex Style On The Go Season 3 BCS Olympiad	Asiatic Experiential Marketing Limited FCB BITOPI FCB BITOPI Grey Advertising Bangladesh Limited Guardian Life Insurance Limited Purplebot Digital Ltd. X X
Efficacy	Robi Regional Campaign 10 Mash 10 Din Mother's Day Special Deposit Scheme PRAN Milk Journey Mother's Smile - Profom Social Media Campaign IFAD Autos Sales-driven Campaign BCS Olympiad MNP Campaign	Adcomm Limited IPDC Finance Limited O&Z Solutions Pink Creative Ltd. WebAble Digital X X-SUN
Film	Banglalink 'Amra Emoni' Campaign Airtel Thematic Mega Structure Campaign "Amar Bhaier Rokte Rangano" - Ekusher Gaan GP Network 2018 (Neel Jama) New Number Series 013 Senora Supportive Male Campaign Mene Nayar Din Shesh UNPOSE Campaign	Asiatic JWT/Asiatic 3Sixty FCB BITOPI FCB BITOPI Grey Advertising Bangladesh Limited Grey Advertising Bangladesh Limited Grey Advertising Bangladesh Limited Mediacom Limited SMC Enterprise Limited X

Category	Campaign	Agency
Film Craft	LG Instaview Door In Door Refrigerator Goldmark Kidofer Friendship Always Wins – Airtel 16th December Campaign Kalo Voy Vigo Autism, বাড়িয়ে দাও তোমার হাত	Bagher Bachcha Digital bfilms FCB BITOPI Pink Creative Ltd. Team YOLO
Green Campaign	Savlon Clean Bangladesh - The Pledge Anthem of the Nation	Grey Advertising Bangladesh Limited
Harmony	Inclusive Workforce - Seeking Differently #AmiBangladesh নতুন ভালোবাসা- Valentine's Day Campaign by Grameenphone WaterAid Public Toilet App Promotion	Applebox Films Limited Magnito Digital Ltd. Magnito Digital Ltd. WebAble Digital
Integrated Campaign	Clear – Under 17 Banglalink 'Beshi Beshi Khushi Khushi' Thematic Campaign bKash App Launch Campaign Square Toiletries Ltd. Bhalobahsar Bangladesh Debi – Misir Ali Prothombar Promotional Campaign	Adcomm Limited Asiatic JWT/Asiatic 3Sixty FCB BITOPI Mediacom Limited Purplebot Digital Ltd.
Mobile	Interactive Short Film: Kintu Jodi Emon Hoto?	WebAble Digital
Music/Jingle	Banglalink 'Amra Amoni' VFM (Value for Money) Campaign Lux Super Star Campaign Airtel Thematic GP Network 2018 (Neel Jama)	Asiatic JWT/Asiatic 3Sixty Asiatic JWT/Asiatic 3Sixty FCB BITOPI Grey Advertising Bangladesh Limited
Native	Bijoyer Golpo - RFL 16 Dec. Campaign ACI Sandal Soap Launch Loboner Moto Bhalobashi Square Toiletries Ltd. Bhalobahsar Bangladesh Robi Aparajeyo Bangla Social Experiment	Bagher Bachcha Digital Grey Advertising Bangladesh Limited Magnito Digital Ltd. Mediacom Limited Sun Communications Limited
Packaging	Nestlé Stylish Sipper Consumer Promotion Campaign	Unitrend Limited
PR	Premium Event Premium PR Project AgroBanking Dettol Porichhonno Dhaka	Asiatic Mindshare Limited Grey Advertising Bangladesh Limited Masthead PR
Print	Banglalink 'Beshi Beshi Khushi Khushi' Thematic Campaign Dag Muktir Bijoy “Haal Chero Na Bangladesh” Moodron Print Advertisement	Asiatic JWT/Asiatic 3Sixty Grey Advertising Bangladesh Limited Grey Advertising Bangladesh Limited Terracotta Red
Radio	Lux Super Star 2018 - Theme Song As Live Personalized RDC - bKash Boishakhi Offer	Asiatic JWT/Asiatic 3Sixty Mindshare Bangladesh
Social Campaign	Porichhonno Bangladesh	Melonades

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একটু বেশিই পিওর!



Shortlisted Entries

Category	Campaign	Agency
Activation and Promotion	Vaseline Healing project	Adcomm Limited
	Burger King Halloween	FCB BITOPI
	ACI Sandal Soap Calendar Girls 2019	Grey Advertising Bangladesh Limited
	Project AgroBanking	Grey Advertising Bangladesh Limited
	Vaseline Meet the Amazing Girls	High Voltage Limited & Singularity Limited
	"Beshi Diye Khushi" - #everybodykhushi	IMS Ltd.
	Coca-Cola Bangla Ekhon Bangla Tokhon Debate Competition 2019	Interspeed Activation Ltd.
	Bioscope Global Launch	Magnito Digital Ltd.
	Tribute to Ayub Bachchu by Grameenphone	Magnito Digital Ltd.
	Uber Moto Sylhet Launch Campaign	Magnito Digital Ltd.
	PRAN UHT Milk Camp X	Xpedev
	Standard Chartered Bangladesh-Liverpool FC Events and Activation in Dhaka	TBWA\Benchmark
	BRAVER HUG STATION	Webpers Ltd.
Art Direction	Ispahani Mother's Day Facebook Campaign	Adcomm Limited
	Teer Year Calender	Adcomm Limited
	TRESemmé – Fashion week	Adcomm Limited
	Za 'n Zee calendar	Adcomm Limited
	G-Gas - ভালো রাখার অঙ্গীকার	Asiatic JWT/Asiatic 3Sixty
	Aarong Flavored Milk Campaign	Asiatic JWT/Asiatic 3Sixty
	Bijoyer Golpo - RFL 16 Dec. Campaign	Bagher Bachcha Digital
	Burger King Calendar 2019	FCB BITOPI
	Fresh Hunan Green Tea Launch	FCB BITOPI
	"Haal Chero Na Bangladesh"	Grey Advertising Bangladesh Limited
	Aarong Full Cream Milk Powder Launch	Grey Advertising Bangladesh Limited
	Coca-Cola UTC Campaign	Grey Advertising Bangladesh Limited
	Dag Muktir Bijoy	Grey Advertising Bangladesh Limited
	Himalaya Aloe Vera Face Wash Launch	I Positive Communications Limited
	Bioscope Global Launch	Magnito Digital Ltd.
	GP Asia Cup Campaign - Goli Cricket	Magnito Digital Ltd.
	Xtreme Xplore	Mediacom Limited
	Supermom Ghumer Gari	Mediacom Limited
	Singer Voice Control TV: Command Your Own World	SINGER
	Robi Aparajeyo Bangla Social Experiment	Sun Communications Limited
	Moodron Print Advertisement	Terracotta Red
	Apnar garir ki nishash nite koshto hoy ?	The PH Factor
	Chokhe na dekhle ki keu shundor hoy?	The PH Factor
	Apex Calendar 2019	X

Category	Campaign	Agency
Best Campaign by New Agency	Vaseline Healing Courier	High Voltage Limited
	Vaseline Meet the Amazing Girls	High Voltage Limited
	২১শে ফেব্রুয়ারী (21st February)	O&Z Solutions
	Amar Shopoth	O&Z Solutions
	বায়ান্ন তে বর্ণমালা, একাত্তরে দেশ	O&Z Solutions
	Bijoy Hok Shobar (বিজয় হোক সবার)	Purplebot Digital Ltd.
	Debi – Misir Ali Prothombar Promotional Campaign	Purplebot Digital Ltd.
	স্পিড: বাংলা লিখি বাংলায়	X
	Robi Mission Kombol	X
Campaign for Women	Teer Mother's Day Campaign	Adcomm Limited
	End Child Marriage Campaign – Phase 2	Asiatic JWT/Asiatic 3Sixty
	Radio Shadhin – Rise Up for Women	Asiatic JWT/Asiatic 3Sixty
	KY Steel CSR Video	Dreamcast Marketing & Communications
	Vaseline Meet the Amazing Girls	High Voltage Limited & Singularity Limited
	Freedom 16th December OVC	I Positive Communications Limited
	নতুন ভালোবাসা - Valentine's Day Campaign by Grameenphone	Magnito Digital Ltd.
	Senora Supportive Male campaign	Mediacom Limited
	Tolo Awaz	O&Z Solutions
	16 Days of Activism by ActionAid	WebAble Digital
Copywriting	Ispahani Mirzapore Banglabid Season 3 Launch	Adcomm Limited
	Ispahani Mother's Day Facebook Post	Adcomm Limited
	Vaseline Astha Rakhun Campaign	Adcomm Limited
	Asian Paints Thematic Campaign	Asiatic JWT/Asiatic 3Sixty
	Mega Structure Campaign	FCB BITOPI
	Coca-Cola 'Bangla Ekhon Bangla Tokhon'	Grey Advertising Bangladesh Limited
	GP Network 2018 (Neel Jama)	Grey Advertising Bangladesh Limited
	Shomoy Moto, Uber Moto	Grey Advertising Bangladesh Limited
	"Women's Day"	Mediacom Limited
	World Menstrual Hygiene Day	Mediacom Limited
	Robi Robi Mission Kombol	Sun Communications Limited
	Chokhe na dekhle ki keu shundor hoy?	The PH Factor
	স্পিড: বাংলা লিখি বাংলায়	X
	নারী হয়রানী	X

Category	Campaign	Agency
Digital	Totally Cool SIM	Asiatic Experiential Marketing Limited
	SAVE ILISH _SAVE OUR PRIDE	Creato
	Airtel MNP Campaign	FCB BITOPI
	Friendship Always Wins – Airtel 16th December Campaign	FCB BITOPI
	Letter for life	FCB BITOPI
	Amar Bhaier Rokte Rangano" - Ekusher Gaan	Grey Advertising Bangladesh Limited
	ACI Sandal Soap Calendar Girls 2019	Grey Advertising Bangladesh Limited
	Child Online Safety	Grey Advertising Bangladesh Limited
	Coca-Cola 'Special Olympics 2019'	Grey Advertising Bangladesh Limited
	GP 26 March Campaign (Ami Bangladesh)	Grey Advertising Bangladesh Limited
	EasyLife Digital Marketing	Guardian Life Insurance Limited
	Apurba Ek Boishakh Er Golpo	Magnito Digital Ltd.
	Uber Brand Ambassador Reveal	Magnito Digital Ltd.
	PRAN Bangladesh Eid Bazar	O&Z Solutions
	বায়ান্ন তে বর্ণমালা, একাত্তরে দেশ	O&Z Solutions
	Debi – Misir Ali Prothombar Promotional Campaign	Purplebot Digital Ltd.
	Banglalink Presents Legends of Rock	Starcom Bangladesh
	From The Heart	The PH Factor
	Apex Style on the go season 3	X
	স্পিড: বাংলা লিখি বাংলায়	X
	BCS Olympiad	X
	Robi Mission Kombol	X
Efficacy	Robi Regional Campaign	Adcomm Limited
	Vaseline Astha Rakhun Campaign	Adcomm Limited
	Superboard Sob Bananor Board	Adcomm Limited
	Banglalink 'Beshi Beshi Khushi Khushi' Thematic Campaign	Asiatic JWT/Asiatic 3Sixty
	End Child Marriage Campaign – Phase 2	Asiatic JWT/Asiatic 3Sixty
	Banglalink 'Amra Emoni' Campaign	Asiatic JWT/Asiatic 3Sixty
	Sunsilk Hijab Variant Launch Campaign	Asiatic JWT/Asiatic 3Sixty
	bKash App Launch Campaign	FCB BITOPI
	"More to Life Challenge"	Grey Advertising Bangladesh Limited
	Coca-Cola 'Bangla Ekhon Bangla Tokhon'	Grey Advertising Bangladesh Limited
	Grameenphone 500mins Voice Offer	Grey Advertising Bangladesh Limited
	Project AgroBanking	Grey Advertising Bangladesh Limited
	10 Mash 10 Din Mother's Day Special Deposit Scheme	IPDC Finance Limited
	ACI Xtra Fun Cake Channel i Gaaner Raza Powered by ACI Pure Spices	I Positive Communications Limited
	Square Toiletries Ltd. Bhalobahsar Bangladesh	Mediacom Limited
	PRAN Froto Open Door Challenge	O&Z Solutions
	PRAN Milk Journey	O&Z Solutions

Category	Campaign	Agency
Efficacy	Revamping Center Fruit GUM	Ogilvy Bangladesh
	Mother's Smile - Proform Social Media Campaign	Pink Creative Ltd.
	IFAD Autos Sales-driven Campaign	WebAble Digital
	BCS Olympiad	X
	MNP Campaign	X-SUN
	Robi My Sports App	X-SUN
Film	Sticky Adhesive Re-Launch Campaign	Adcomm Limited
	Teer Prothom Alo Krishi Award	Adcomm Limited
	Tomra Babara Emon Keno?	Anwar Group of Industries
	Asian Paints Thematic Campaign	Asiatic JWT/Asiatic 3Sixty
	Banglalink মা মানেই সবকিছু	Asiatic JWT/Asiatic 3Sixty
	End Child Marriage Campaign – Phase 2	Asiatic JWT/Asiatic 3Sixty
	Banglalink 'Amra Emoni' Campaign	Asiatic JWT/Asiatic 3Sixty
	Banglalink 'Beshi Beshi Khushi Khushi' Thematic Campaign	Asiatic JWT/Asiatic 3Sixty
	LG Instaview Door-in-Door Refrigerator	Bagher Bachcha Digital
	Bhalor Shathey Alor Pothey (With the good, towards enlightenment)	Crosswalk Communications Ltd.
	Airtel Thematic	FCB BITOPI
	Mega Structure Campaign	FCB BITOPI
	Amar Bhaier Rokte Rangano" - Ekusher Gaan	Grey Advertising Bangladesh Limited
	Brand Thematic Uber Egiye Cholo	Grey Advertising Bangladesh Limited
	Co-Branded Device Campaign :Phase 7	Grey Advertising Bangladesh Limited
	Coca-Cola 'Bangla Ekhon Bangla Tokhon'	Grey Advertising Bangladesh Limited
	GP Network 2018 (Neel Jama)	Grey Advertising Bangladesh Limited
	New Number Series 013	Grey Advertising Bangladesh Limited
	Aamra Chai Je Shudhui Bhalo	Mediacom Limited
	Revive presents "Debi" promotional campaign	Mediacom Limited
	Senora Supportive Male campaign	Mediacom Limited
	Supermom_No Compromise	Mediacom Limited
	Radhuni Readymix Shaad Chara Kichu Mathay Thakbe na	Mediacom Limited
	Vitti, Agamir (Foundation for Future)	Ogilvy Bangladesh
	Bijoy Hok Shobar	Purplebot Digital Ltd.
	Mene Neyar Din Shesh	SMC Enterprise Limited
	চলো যাই যুদ্ধে মাদকের বিরুদ্ধে	Sugar Communications Limited
	Robi Mission Kombol	Sun Communications Limited
	"Open the Door" bproperty.com Brand Campaign	TBWA\Benchmark
	Chokhe na dekhle ki keu shundor hoy?	The PH Factor
	Bangamata U-19 Women's International Gold Cup 2019	X
	Unpose Campaign	X

Category	Campaign	Agency
Film Craft	LG Instaview Door-in-Door Refrigerator	Bagher Bachcha Digital
	Goldmark Kidofer	bfilms
	Friendship Always Wins – Airtel 16th December Campaign	FCB BITOPI
	Click Ceiling Fan	PR Production
	বায়ান্ন তে বর্ণমালা, একাত্তরে দেশ	O&Z Solutions
	Kalo Voy	Pink Creative Ltd.
	ORA ACHE	Pink Creative Ltd.
Green Campaign	Vigo Autism, বাড়িয়ে দাও তোমার হাত	Team YOLO
	Blue is the New Green	CODesign
	GP 26 March Campaign (Ami Bangladesh)	Grey Advertising Bangladesh Limited
	Savlon 'Clean Bangladesh Anthem'	Grey Advertising Bangladesh Limited
	PRAN Up – Chorai Valobashar Usnota	O&Z Solutions
	MR. BIN	Singularity Limited
	Pledge to a child / সন্তানের কাছে অঙ্গীকার, রাখবো দেশ পরিষ্কার।	X
Harmony	Clemon–Eid Ul Adha Corporate Social Responsibility Campaign	Adcomm Limited
	Clemon–Election Campaign	Adcomm Limited
	Inclusive Workforce - Seeking Differently	Applebox Films Limited
	End Child Marriage Campaign – Phase 2	Asiatic JWT/Asiatic 3Sixty
	Child Online Safety	Grey Advertising Bangladesh Limited
	Project AgroBanking	Grey Advertising Bangladesh Limited
	Shantite Bijoy	Grey Advertising Bangladesh Limited
	#AmiBangladesh	Magnito Digital Ltd.
	নতুন ভালোবাসা - Valentine's Day Campaign by Grameenphone	Magnito Digital Ltd.
	Amar Shopoth	O&Z Solutions
	Anti-Cyber Crime	O&Z Solutions
	Narir Shadhinota	O&Z Solutions
	Tolo Awaz	O&Z Solutions
	Pledge4peace	Sugar Communications Limited
	16 Days of Activism by ActionAid	WebAble Digital
	WaterAid Public Toilet App Promotion	WebAble Digital
	Robi Mission Kombol	X
Innova	Dettol Out or Not Out Challenge	FCB BITOPI
	Friendship Always Wins – Airtel 16th December Campaign	FCB BITOPI
	Letter for life	FCB BITOPI
	Project AgroBanking	Grey Advertising Bangladesh Limited

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Category	Campaign	Agency
Innova	UBER Project Unhonk	Grey Advertising Bangladesh Limited
	UCB Virtual Banknote	Grey Advertising Bangladesh Limited
	Vaseline Healing Courier	High Voltage Limited
	Vaseline Meet the Amazing Girls	High Voltage Limited & Singularity Limited
	Augmented Reality Desk Calendar	Mark8 Communication
	Arqo – Robi Chatbot	Preneur Lab Limited
	IDLC KICKSTART	Singularity Limited
	MR. BIN	Singularity Limited
	3D Color Magic	Softwind Tech
	Interactive Short Film Kintu Jodi Emon Hoto?	WebAble Digital
	BCS Olympiad	X
Integrated Campaign	Clear – Under 17	Adcomm Limited
	Teer Little Chef (TLC)	Adcomm Limited
	End Child Marriage Campaign – Phase 2	Asiatic JWT/Asiatic 3Sixty
	Banglalink 'Beshi Beshi Khushi Khushi' Thematic Campaign	Asiatic JWT/Asiatic 3Sixty
	Lux Super Star 2018	Asiatic JWT/Asiatic 3Sixty
	Sunsilk Hijab Variant Launch Campaign	Asiatic JWT/Asiatic 3Sixty
	Bashundhara Noodles Gyaantu	Asiatic Mindshare Limited
	Bhalor Shathey Alor Pothey (With the good, towards enlightenment)	Crosswalk Communications Ltd.
	bKash App Launch Campaign	FCB BITOPI
	Coca-Cola 'Bangla Ekhon Bangla Tokhon'	Grey Advertising Bangladesh Limited
	Square Toiletries Ltd. Bhalobahsar Bangladesh	Mediacom Limited
	Poricchonno Bangladesh	Melonades
	Rin Leveraging Election Hype	Mindshare Bangladesh
	Debi – Misir Ali Prothombar Promotional Campaign	Purplebot Digital Ltd.
	MNP Campaign	X- SUN
Mobile	Project AgroBanking	Grey Advertising Bangladesh Limited
	UCB Virtual Banknote	Grey Advertising Bangladesh Limited
	Green Delta Augmented Reality Calendar	Mark8 Communication
	Square Toiletries Ltd. Bhalobahsar Bangladesh	Mediacom Limited
	বায়ান্ন তে বর্ণমালা, একাত্তরে দেশ	O&Z Solutions
	IDLC KICKSTART	Singularity Limited
	Interactive Short Film Kintu Jodi Emon Hoto?	WebAble Digital
	স্পিড: বাংলা লিখি বাংলায়	X
Music/Jingle	Aafi Mango Fruit Drink – FIFA World Cup Campaign	Adcomm Limited
	Fresh Milk Khati Gorur Khati Dudh Campaign	Adcomm Limited
	Tasty paani, Ispi Paani	Adcomm Limited
	Banglalink 'Amra Amoni' VFM (Value for Money) Campaign	Asiatic JWT/Asiatic 3Sixty

Category	Campaign	Agency
Music/Jingle	Banglalink 'Beshi Beshi Khushi Khushi' Thematic Campaign	Asiatic JWT/Asiatic 3Sixty
	Banglalink Pohela Boisakh Campaign	Asiatic JWT/Asiatic 3Sixty
	Lux Super Star 2018	Asiatic JWT/Asiatic 3Sixty
	Airtel Thematic	FCB BITOPI
	"Haal Chero Na Bangladesh"	Grey Advertising Bangladesh Limited
	Coca-Cola 'Bangla Ekhon Bangla Tokhon'	Grey Advertising Bangladesh Limited
	GP Network 2018 (Neel Jama)	Grey Advertising Bangladesh Limited
	Savlon 'Clean Bangladesh Anthem'	Grey Advertising Bangladesh Limited
	Shantite Bijoy	Grey Advertising Bangladesh Limited
	Loboner Moto Bhalobashi	Magnito Digital Ltd.
	Aamra Chai Je Shudhui Bhalo	Mediacom Limited
	Rejuvenating gum market during football world cup with new gum variant	Ogilvy Bangladesh
	Mr. Noodles Shad Nao Bhalobashar	Sun Communications Limited
	KJEH Sound Track "Bishorjon"	WebAble Digital
	Tandoori Song	WebAble Digital
Native	Robi Regional Campaign	Adcomm Limited
	Banglalink 'Amra Emoni' Campaign	Asiatic JWT/Asiatic 3Sixty
	Bijoyer Golpo- RFL 16 Dec. Campaign	Bagher Bachcha Digital
	Amar Bhaier Rokte Rangano" - Ekusher Gaan	Grey Advertising Bangladesh Limited
	ACI Sandal soap "Shonar Boron Konna"	Grey Advertising Bangladesh Limited
	Coca-Cola 'Bangla Ekhon Bangla Tokhon'	Grey Advertising Bangladesh Limited
	Loboner Moto Bhalobashi	Magnito Digital Ltd.
	Firey Ashuk Chithi (ফিরে আসুক চিঠি)	Mark8 Communication
	Square Toiletries Ltd. Bhalobahsar Bangladesh	Mediacom Limited
	২১ শে ফেব্রুয়ারী (21st February)	O&Z Solutions
	Dhaka International FolkFest	Sun Communications Limited
	Robi Aparajeyo Bangla Social Experiment	Sun Communications Limited
	স্পিড: বাংলা লিখি বাংলায়	X
Outdoor	Pepsodent - Germinator	Adcomm Limited
	Bijoyer Golpo- RFL 16 Dec. Campaign	Bagher Bachcha Digital & OnZ Solutions
	Vaseline Meet the Amazing Girls	High Voltage Limited & Singularity Limited
	Wings- Redefining campaign	Mediacom Limited
	MR. BIN	Singularity Limited
	Banglalink – 1 Paisa Kom	Starcom Bangladesh
	Robi Aparajeyo Bangla Social Experiment	Sun Communications Limited
	Robi 2 Million 4.5G User Celebration	X

Category	Campaign	Agency
Packaging	KK Tea Souvenir Pack Coca-Cola Bangla Ekhon Bangla Tokhon Freedom Intimate Wash Pack Design Xtra fun Extruder Pack Design Senora ultra thin Packaging World Cup Campaign Joya All Night Sanitary Napkin Packaging Design Nestle Stylish Sipper Consumer Promotion campaign	FCB BITOPI Grey Advertising Bangladesh Limited I Positive Communications Limited I Positive Communications Limited Mediacom Limited Ogilvy Bangladesh SMC Enterprise Limited Unitrend Limited
Print	Farmer-Consumer Connection Oven Fresh Bread Banglalink 'Beshi Beshi Khushi Khushi' Thematic Campaign Fresh Hunan Green Tea Launch "Haal Chero Na Bangladesh" Dag Muktir Bijoy PRAN Layer Campaign 2018 Premier Bank LTd 21st February AD Supermom Ghumer Gari Xtreme Xplore Moodron Print Advertisement Apex Calendar 2019	ACI Logistics Limited (Shwapno) ACI Logistics Limited (Shwapno) Asiatic JWT/Asiatic 3Sixty FCB BITOPI Grey Advertising Bangladesh Limited Grey Advertising Bangladesh Limited Grey Advertising Bangladesh Limited I Positive Communications Limited Mediacom Limited Mediacom Limited Terracotta Red X
PR	Amar Bhaier Rokte Rangano" - Ekusher Gaan Project AgroBanking UCB Virtual Banknote Dettol Poricchonno Dhaka Revive presents "Debi" promotional campaign Premium Event Premium PR PRAN Milk Journey Debi – Misir Ali Prothombar Promotional Campaign	Grey Advertising Bangladesh Limited Grey Advertising Bangladesh Limited Grey Advertising Bangladesh Limited Masthead PR Mediacom Limited Asiatic Mindshare Limited O&Z Solutions Purplebot Digital Ltd.
Radio	Za 'n Zee Kulfi Launch Banglalink 'Beshi Beshi Khushi Khushi' Thematic Campaign Lux Super Star 2018 – Theme Song Radio Shadhin – Rise Up for Women As Live Personalized RDC-bKash Boishakhi Offer Bashontoh Bhalobashai Khushir Utshob Robi Ahsania Mission Cancer Hospital Donation Recharge	Adcomm Limited Asiatic JWT/Asiatic 3Sixty Asiatic JWT/Asiatic 3Sixty Asiatic JWT/Asiatic 3Sixty Asiatic Mindshare Limited Starcom Bangladesh Sun Communications Limited

১ নম্বর নেটওয়ার্কে Fastest ইন্টারনেট

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Category	Campaign	Agency
Rural Marketing	Floating IEC	Adcomm Limited
	Project AgroBanking	Grey Advertising Bangladesh Limited
	AI Soundless Water Pump	Litmus Communications Limited
Social Campaign	SPEED Election Campaign	Adcomm Limited
	Vaseline Healing project	Adcomm Limited
	End Child Marriage Campaign – Phase 2	Asiatic JWT/Asiatic 3Sixty
	Power of One	Asiatic Mindshare Limited
	Plant for Planet	Epyllion Group
	Letter for life	FCB BITOPi
	Project AgroBanking	Grey Advertising Bangladesh Limited
	Shantite Bijoy	Grey Advertising Bangladesh Limited
	Vaseline Meet the Amazing Girls	High Voltage Limited & Singularity Limited
	Senora Supportive Male campaign	Mediacom Limited
	Poricchonno Bangladesh	Melonades
	PRAN Up – Chorai Valobashar Usnota	O&Z Solutions
	Tolo Awaz	O&Z Solutions
	চলো যাই যুদ্ধে, মাধকের বিরুদ্ধে	Sugar Communications Limited
	From The Heart	The PH Factor
	WaterAid Public Toilet App Promotion	WebAble Digital
	Robi Mission Kombol	X
	Savlon Trashtag	X



RETALES BOTTIERO/GETTY IMAGES

Why Criticism is Good for Creativity

- by Roberto Verganti and Don Norman

One of the most popular mantras for innovation is “avoid criticism.” The underlying assumption is that criticism kills the flow of creativity and the enthusiasm of a team. Aversion to criticism has significantly spread in the last 20 years, especially through the advocates of design thinking. (In 1999, in the ABC Nightline video “The Deep Dive,” which ignited the design

thinking movement, criticism was stigmatized as negative.) In IDEO’s online teaching platform, the first rule of brainstorming is “defer judgment.” To make this rule even more practical and straightforward, others have reworded it to say: “When a person proposes an idea, don’t say, ‘Yes, but...’ to point out flaws in the idea; instead, say, ‘Yes, and...’” — which is

intended to get people to add to the original idea.

We challenge this approach. It encourages design by committee and infuses a superficial sense of collaboration that leads to compromises and weakens ideas. Our view, the product of years of studies of and participation in innovation projects, is that effective teams do not defer critical reflection; they create through criticism.

We therefore propose a different approach: the rule of “Yes, but, and.” To explain how this rule works, let’s first discuss why criticism alone (“Yes, but...”) and ideation alone (“Yes, and...”) do not work.

The rule of “Yes, but.” The problem with this rule is that ideas, even if truly exceptional, often have major flaws. This is especially true for the most innovative ones because they dive into unexplored spaces. If someone uses the existence of a flaw to kill the idea, a great innovation may be missed.

The rule of “Yes, and.” The notion of building on an idea, rather than criticizing it, in order to maintain a creative flow might sound like a good thing. Yet without critical feedback, you would hardly understand why your original idea did not work. You would perceive the new proposal as an unrelated diversion or, most likely, a different conflicting perspective. And the team would miss the opportunity to dive deeply into the original idea. It’s moving forward without progress.

The rule of “Yes, but, and.” We suggest combining the best features of criticism with the best of ideation. When you propose Idea A, a colleague first addresses what he perceives to be a flaw in it, provides constructive feedback (this is the “but”), and then suggests a possible way to overcome or avoid the flaw, yielding Idea B (this is the “and”). Then you do the same: You acknowledge Idea B, provide a constructive critique, and develop a new, even more improved result. Others can jump in with their critiques and proposals during the process. This kind of constructive interaction encourages a deep cycle of critical dialogues that can lead to a coherent, breakthrough idea.

Note that the “but” anticipating the “and” is essential. In order to build on your idea, your colleague does not just add a new improved

proposal. First, she provides a critique, which enables you to receive precious and specific information, see weaknesses in your half-backed idea you couldn’t spot yourself, and therefore learn. You and the entire team will then be ready to dive deeper into the next iteration. It is the combination of “but” and “and” that creates real progress, enabling the team to see both positive and negative components and allowing each iteration to go even deeper into the analysis.

To create breakthroughs, it is necessary to leverage the contrasts that come from critique instead of escaping them. In her research on the power of dissent, Charlan Nemeth shows that debate and criticism do not inhibit ideas; rather, they stimulate them. Progress requires clashing and fusing — not compromising or postponing — different perspectives.

Francesca Gino rightfully maintains that criticism works only when it leads to enhancing and improving an idea. A key element in this process is respectful listening and acknowledgment of the talent and abilities of colleagues. When the “but” becomes an attack on the other idea (or even worse, on the other person), then the result is detrimental. Adding “and” to the “but” fosters constructive and positive criticism, turning it from an idea-killing phrase into a way of expanding the flow of creativity rather than stopping it.

Critique, Creativity, Curiosity

The rule of “Yes, but, and” must be performed with care and a significant dose of discipline. Here are a few simple guidelines.

First, when you critique another’s ideas, you need to tap into your creative mind as deeply as possible.

- When you see a weakness in the idea, don’t simply say, “This does not work.” Rather, first explain the problem and then propose an improvement that would make it work.

- When you do not understand the idea, don’t simply say, “That’s unclear to me.” Instead, first point to the specific spot that is unclear and then propose possible alternative interpretations: “Do you mean X or Y?” This helps all participants to see more detailed options.

- When you like the idea, do not just take it as it is. Instead, search for possible improvements

then push forward to make it even better.

Second, when you listen to someone’s critique of your idea, you should try to learn from it. A practical way is to listen carefully to the critique, be curious, and wonder, “Why is my colleague suggesting this contrasting view that is not in line with what I see? Perhaps there is an even more powerful idea hidden behind our two perspectives.” The critique becomes a positive force, focusing the team on overcoming its weaknesses and enhancing the original idea.

The secret of criticism in innovation lies in the joint behavior of the participants. Those offering criticism must frame their points as positive, helpful suggestions. Those who are being criticized must use critiques to learn and improve their ideas. When conducted with curiosity and respect, criticism becomes the most advanced form of creativity. It can be fascinating, passionate, fun, and always inspiring. Let us combine “Yes, and” with “Yes, but” to create the constructive and positive “Yes, but, and.” 📌



Roberto Verganti is a professor of leadership and innovation at Politecnico di Milano, a board member of the European Innovation Council, and the author of *Overcrowded. Designing Meaningful Products in a World Awash with Ideas*.



Don Norman is a professor and director of the Design Lab at the University of California, San Diego, and the author of *The Design of Everyday Things* and *Emotional Design*. He previously was a vice president at Apple.



Young Lions and Young Marketers Competition Bangladesh 2019

With the theme “In search of the Ultimate, Creative & Competitive Young Marketing Professionals, the most anticipated competitions for young creative professionals in Bangladesh was held on the 22nd of June this year. This was the 5th iteration of the ‘Young Lions Competition Bangladesh’ and the 2nd iteration of ‘Young Marketers Bangladesh’. The competitions were organized by Bangladesh Brand Forum, in collaboration with The Daily Star, and in association with Cannes Lions International Festival of Creativity.

Both competitions had a panel of expert jurors each. Young Lions Competition had Khandaker Shamim Rahman, General Manager (addl) &

Head of Marketing, Social Marketing Company (SMC); AKM Zayed, Chief Marketing Officer, Anwar Group of Industries, and Urfi Ahmad, Brands and Communications Director, Banglalink in the jury panel. On the other hand, the jury panel for Young Marketers Competition had Md. Tajdin Hassan, Head of Marketing, The Daily Star; Nusrat Jahan, Head of Marketing, Hemas Consumer Brands (Pvt) Ltd.; Aftab Mahmud Khurshid, General Manager, Business Development & Marketing, Apollo Hospitals Dhaka, and Shahriar Amin, Head of Marketing, Beximco Communications Limited. The participants of both the competitions had 7 hours to crack the challenging cases, and 5 minutes to

present their case before the jury.

YOUNG LIONS COMPETITION BANGLADESH

The Young Lions Competition ran this year with a case regarding mental health stemming from social media. Participants were asked to come up with a convincing campaign in raising awareness and eradicating the situation and present it in front of the honorable judges at the end of the day.

All the competing teams came up with brilliant ideas and it was a very close call for the jury. The winning team for Young Lions Competition 2019 was Analyzen Bangladesh Limited having

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Outdoor: Rickshawpuller Plastic raincoats

Young Marketers Competition Bangladesh, Eco Bonus - Reward for going Green

Problems

Seeking Validation
Scope For being popular
Flaunting lifestyle
Intentional/unintentional showoff

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BLACK MIRROR

Allocating points based on activity on social media that lead to real life outcomes

Young Lions Competition Bangladesh, Share Yourself

Khondoker Mashuk Ibn Mahfuz, Professor X and Sabik Mahmud Khan, Grindelwald as team members who pitched their campaign idea, “Share Yourself”.

The winning team started off their presentation by explaining the problems that they thought were critical when it came to social media and how it aided in the development of mental health issues. They addressed the fact that selecting the target group on the basis of mental health alone is indeed quite difficult. So, they divided the target group into two distinct categories: The Sufferers and the Peers. The sufferers are those who voluntarily isolate themselves from society because they believe that their problems are not relatable or understood by others. The peers of these sufferers are faced with an uncomfortable situation and due to their obvious discomfort, they are unable to reach out and properly communicate with the victims of mental health. Even if they want to help, they don’t know how to go about it.

“Share Yourself” gives both these parties a platform where they can bridge the gap that has been created. The sufferers are able to express themselves, and their peers are given an opportunity to actually come forward and help. The main objective is to create an environment where people can comfortably express themselves and seek help from people who can relate and empathize with them.

YOUNG MARKETERS COMPETITION BANGLADESH

Bangladesh was the first country to ban the usage of plastic bags in 2002, however in 2019, it held the 10th position in plastic wastage. For the Young Marketers Competition Bangladesh, a case study titled “Carry Green” was provided to the teams. Here, the teams had to come up with new ideas to solve the plastic pollution of the country as well as the world. 17 teams from 13 organizations utilizing the same two-member format competed for the top prize, where the winning team was from Robi Axiata Limited

having Md. Faisal Imam, Manager and Tasmeem Farizma Mihika, Graduate Trainee for their campaign idea “Eco Bonus – Reward for Going Green”.

The winning team had come up with the idea of rewarding users for using eco-friendly jute bags and products in order to reduce plastic wastage by 20% within a year. Their big idea was to enter into the consumers’ mind by giving them rewards with each purchase of any Eco Bonus Item, such as jute bags, in all retails. Afterward, they would receive a unique code with every Eco Bonus item which can be used to earn points and redeem rewards.


They believed that consumers, despite being aware of the detrimental flanks of plastic usage, lacked enough concern to actively seek alternatives. There was also the case of a lack of alternatives since producers seek the most cost-effective solution and plastics are the cheapest in that regard. The eco-friendly jute bags addressed these issues as they cost BDT 0.5 more than plastic bags and sellers were not required to hand them out free to customers, and as a result, provided a profit motive rather than an expense. It could even be used as a better alternative to the ‘1 Taka’ candy culture, where the shopkeeper would rather give the buyer an Eco Bonus bag instead of returning change or giving a candy.

In order to reach out to the local and global audience, TV campaigns, musical infomercials, digital global influencer videos, Dear Alyne, Nas Daily to promote their products. Moreover, the outdoor rickshaw pullers would be given raincoats made with eco-friendly materials. After the success of the previous campaigns, they planned to approach the Bangladesh cricket Team to endorse Eco Bonus bottles and also go for Guinness World Record for the largest Eco Bonus bag in the world.

At the end of the event, all the jury members shared their valuable insights and opinion about the entire event and arrangements and handed the Winning team their condign award.

NEXT UP, SPIKES ASIA

The winning teams of both the competitions earned the opportunity to attend and represent Bangladesh at Spikes Asia 2019 in Singapore that is set to be held in September this year.

Young Lions and Young Marketers Competitions were made possible with the support of Strategic Partner Roaring Lions and Knowledge Partner Marketing Society of Bangladesh (MSB). 

Contributed by: Aneeqa Awal & Syed Mashaiaf Afsin
Modification: Team BBF

TASTE OF CHINA NOW IN BANGLADESH

Fresh Brings Chinese Hunan Green Tea

Now you can live healthier with the essence of green nature

Mgi
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Insider



Curtain Gripper



Easy Handle



Popup Handle



Friendly Zipper



Couch Lift

ThisAbles

Democratizing furniture for people with disabilities using 3D printed add-ons

Brief

1 in 10 people in the world has serious disabilities. In their own home they are surrounded by special, massive and very expensive furniture crying out "Crippled!". Inspired by IKEA's vision, we wanted to make their everyday life better by democratizing IKEA's home-furniture.

Idea

Together with 2 leading non-profits, we hacked our own most iconic IKEA products by creating 13 open-source 3D printed add-ons, each solving a different accessibility issue.

Results

5M\$ worth of earned media from PR
54K visitors to the website from 127 countries
4625 downloads of 3D models
33% increase in sales of our 13 iconic products after the project was launched
37% increase in number of products sold (vs 2018)



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AdAge

"BURGER KING PROMOTION SENDS CUSTOMERS TO McDONALD'S"

— FOX NEWS



Burger King was late to the mobile app ordering race, so we needed a big idea. We didn't just do a promo. Nor did we simply troll McDonald's. We turned our biggest competitor's advantage into our own, inviting consumers to order a 1-cent Whopper that could only be ordered "at" McDonald's through the new BK App.

To do this, we geofenced 14,000 McDonald's stores nationwide. If a user was within 600 ft. of a McDonald's, the app unlocked the promotion, and once the order was placed, the app then navigated them to the nearest BK for pickup.

1.5 MILLION
DOWNLOADS IN 9 DAYS

3.5 BILLION
IMPRESSIONS

MOBILE SALES TRIPLED
DURING PROMOTION

HIGHEST NUMBER OF
STORE VISITS IN 4 YEARS

37:1 RETURN ON
INVESTMENT



GENIUS! OR PURE EVIL?



RIVALRY JUST ESCALATED TO A WHOLE NEW LEVEL



BK TURNS MORE THAN 14,000 McDONALD'S RESTAURANTS INTO BKS

The New York Times

BK'S 1-CENT WHOPPER OFFERS A TASTE OF THE FUTURE



BURGER KING DID THE UNTHINKABLE

BUSINESS INSIDER



Believe in something.
Even if it means sacrificing everything.

 Just do it.



Farmer is the soul

100 thousand contract farmers produce the best crops with love and care

Our 100 thousand contract farmers grow mangoes, pineapples, guavas, bananas, papayas, turmeric, chillies, coriander, almond, pulse, mustard, paddy, tomatoes and other quality crops and produce milk throughout the year exclusively for us. We provide seeds, fertiliser, modern technology as well as agricultural advices to them. We buy entire production and thoroughly process in our 16 state-of-the-art factories before they finally reach to the 400 million consumers across 141 countries including Bangladesh. We never compromise at any stage and this we have learned from our farmers. Salute to the heroes in this Bengali New Year. Shuvo Noboborsho to everyone.



SAVING FORTNITE FROM FROZEN BEEF

CHALLENGE:
Reach gamers through the biggest game in the world - Fortnite - a cultural phenomenon. Brands are either left tweeting about it from the sidelines or paying big bucks for in-game sponsorships.

IDEA:
When Fortnite announced a new game mode called Food Fight, pitting Team Burger against Team Pizza, Wendy's found an organic way in.

Join Team Pizza. Because Team Burger stored their beef in freezers.

AND, WENDY'S DOESN'T DO. FROZEN. BEEF.

So we picked up a controller, but instead of killing other players, we killed freezers. Again and again. And we streamed it all on Twitch, where hundreds of thousands of gamers watched us wage war on Fortnite's frozen beef.

1.5M **119%** **752**

MINUTES
WATCHED

INCREASE IN
MENTIONS OF
WENDY'S



BURGER FREEZERS
DESTROYED

After claiming dominance over brand Twitter, @Wendys has moved on to take over Twitch
@klopz89

I just seen Wendy's playing fortnite and all they were doing was smashing freezers imao. That's pure genius.
@korfieSaucer

Oh my god.
THIS IS THE KIND OF FORTNITE
CONTENT WE NEED
@WiththeGuy



**WHY WENDY'S SPENT 10 HOURS
KNOCKING FORTNITE'S DURRR BURGER**

**WENDY'S IS WAGING WAR
ON FROZEN BEEF**



| Creative Agency

60seconds Limited

Address: House 70 (2nd floor), Road 02,
Block "A" Niketon, Gulshan, Dhaka 1212
Phone: +88 01611 857 312
Email: 60seconds.ltd@gmail.com
Web: 60secondsbd.com

ADClub Ltd.

Address: Level 6, House 66, Road 8,
Block C, Niketan, Gulshan 1, Dhaka-1212
Phone: +88029893601
Email: zico@adclub.club
Web: adclub.club

Adcomm Ltd.

Address: 110, Love Road, Tejgaon, Dhaka-1208
Phone: 02-8870470
Email: contact@adcommad.com
Web: adcommad.com

Asiatic Marketing Communications Ltd. / Asiatic 3Sixty

Address: Asiatic Centre, House# 63,
Road # 7/b, Block- H, Banani, Dhaka-1213
Phone: +880- 2- 9892768, 9893303, 9872969
Email: info@asiaticjw.com
Web: asiatic360.com/amcl

Asiatic Talkingpoint Communications Ltd. / Asiatic 3Sixty

Address: House 115, Road 13, Block E, Banani, Dhaka - 1213
Phone: +88029892766, 9893303
Email: info@asiaticalkingpoint.com
Web: asiaticalkingpoint.net

BBDO Bangladesh

Address: Ground Floor, Periwinkle,
House - CES (E) 12, Road 126, Gulshan - 1, Dhaka
Phone: 01619-267171
Web: bbdo.com.bd

Bitopi Advertising Ltd.

Address: Plot 180, Block B, Bashundhara R/A, Dhaka 1229
Phone: +880 2 55037373
Email: bitopi@bitopi.com
Web: bitopi.com

Brandcycle Advertising & Brand Communications

Address: 31, Purana Paltan, KR Plaza, Level-5, Dhaka-1000
Phone: 02-9514553
Email: sohel@brandcycle.com.bd
Web: brandcycle.com.bd

CarrotComm

Address: House # 20/C, Road # 26, Gulshan-1, Dhaka-1212
Phone: (880) 02-8818560, 9893731, Ext. 104
Web: carrotcomm.com

Cool Exposure Communications

Address: Hasan Holdings,
52/1 New Eskaton Road, Level-7, Dhaka-1000
Phone: +88 01711 472367
Email: coolexposurepr@gmail.com

Creato

Address: Road 9 & 10, House 30 (Apartment B4),
Block G Banani, Dhaka 1205
Phone: +88029871252
Email: contact@creatobd.com, info@creatobd.com
Web: creatobd.com

Design Matra

Address: 132, West Manikdi, Dhaka Cantonment, Dhaka
Phone: 01716 001173, 01717 768146
Email: info@designmatra.com
Web: designmatra.com

Dotcreate Ltd.

Address: ½ Asad Gate, Mohammadpur, Dhaka-1207
Email: hr@dotcreat Ltd.com
Web: https://www.dotcreat Ltd.com/

edotco Bangladesh Co. Ltd.

Address: 10th-12th Floor, Rashid Tower,
House #11, Road #18, Gulshan-1, Dhaka-1212
Email: marketing_bd@edotcogroup.com
Web: edotcogroup.com

Expressions Ltd.

Address: House 10A | Road 25A | Block A, Banani | Dhaka 1213
Phone: (8802) 550 33840, 550 33919, 550 35006 | Extension: 101
Email: business@expressionsltd.com
Web: expressionsltd.com

Fahrenheit Marketing Communications Ltd.

Address: House 117, Level 1 & 2, Road 5, Block B,
Niketan, Gulshan 1, Dhaka 1212
Phone: +88-01988-777444
Email: azizul@fahrenheitbd.com
Web: fahrenheitbd.com

Green Planet Communications Pvt. Ltd.

Address: RAK Tower (Level-11), Plot no.-1/A, Sector #3,
Jasimuddin Avenue, Uttara, Dhaka-1230
Phone: 880 2 7911751
Email: info@greenplanet.com.bd
Web: greenplanet.com.bd

Grey Advertising Bangladesh Ltd.

Address: House 6 (5th Floor), Road 137,
Block SE (D), Gulshan 1, Dhaka 1212
Phone: +88 02 55044825; +88 02 55044833
Email: info.bd@grey.com
Web: grey.com/bangladesh

Head Office Communications

Address: House-50, Road-10/A, Dhanmondi, Dhaka-1209
Phone: +88 01917-705554
Email: info@h-office.com
Web: h-office.com

Indruk Communications Ltd.

Address: House 78 (2B), Road 7, Block H, Banani, Dhaka 1213
Phone: +88029872385, +88029872395
Email: hello@indruck.com.bd
Web: indruk.com.bd

| Creative Agency

I Positive Communications Ltd.

Address: Sum Sun Place, Unit-A, 6th Floor,
House # 35, Road # 7, Block-G, Dhaka 1213
Email: info@ipositivead.com

Interspeed Advertising Ltd.

Address: EK House, 4D NE (B),
Road 73, Gulshan 2, Dhaka 1212
Phone: +8802 9891859
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MACOMM

Address: House # 57 (New), 2nd Floor,
Road # 12/A, Dhanmondi R/A, Dhaka 1209
Phone: +88029110351
Email: info@macommbd.com
Web: macommbd.com

Madonna Communications Ltd.

Address: House: 15 (level 4), Road: 8, Gulshan-1, Dhaka
Phone: 9881634, 9880187, 9883960, 8817252
Web: madonnad.com

Market Edge Ltd/ CEMS

Address: Rupayan Millennium Square (5th Floor),
House-Cha 70/A, Bir Uttam Rafiqul Islam Avenue, Dhaka-1212
Phone: +88029850529
Email: contact@market-edge.net
Web: market-edge.net

Maxposure Bangladesh

Address: 2nd Floor, 4 Mohakhali Commercial Area, Dhaka 1212
Phone: +880-1862260427
Email: info@subcontinentalmedia.com
Web: maxposureglobal.com

Mediacom Ltd.

Address: Rupayan Centre [10th Floor],
72 Mohakhali CA, Dhaka 1212
Phone: +880-2-9841521-9
Email: mediacom@mediacombd.com
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Medium Rare

Address: House 5, Road 27, Banani, Dhaka 1213
Phone: 02-8834126
Web: mediumrarebd.com

Octopi Ltd.

Address: Gulshan Lake Palace, House-2E,
Flat-C1, Road-29, Gulshan 1
Phone: 88 02-9852426, +88 02-9852427
Email: info@octopibd.com
Web: octopibd.com

Ogilvy & Mather Bangladesh

Address: 2 Bir Uttam AK khondokar Road,
5th floor, Mohakhali C/A, Dhaka
Phone: +880-2 985 8336
Email: fahima.choudhury@ogilvy.com
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Orange 360 Limited

Address: House#B44, Level#4, Road#2, Block#B,
Gulshan, Niketon, Dhaka-1212
Phone: +8801711185871
Email: info@orange360ltd.com
Web: orange360ltd.com

Outbox Ltd.

Address: SWD 12/A, Road 8, Gulshan 1, Dhaka 1212, Bangladesh
Phone: 01716629757
Email: rasel@outboxbd.com
Web: outboxbd.com

Papyrus Communications Ltd.

Address: Dina Niloy, 4th & 5th Floor, House 117,
Road 5, Block B, Niketan, Gulshan 1, Dhaka 1212
Phone: +88 01986661166, +88 01986661133
Web: papyrusbd.com

Procharon Communications Ltd.

Address: Ground Floor, Tower - 1, Suvastu Nazar Valley,
Shahjampur, Gulshan, Dhaka - 1212
Phone: +88-02-8899521, +88-02-8899532
Email: info@procharon.com.bd
Web: procharon.com.bd

Prochito IMC Ltd.

Address: Tower Hamlet (8th Floor),
16 Kemal Ataturk Avenue, Banani, Dhaka-1213
Phone: 02-9840724
Web: prochito.com

Protishabda Communications

Address: 26, Kamal Ataturk Avenue, Banani, Dhaka 1213
Phone: 9821663, 9821668
Email: facebook.com/ProtishabdaCommunications/
Web: protishabda.com

Ra'dia Media Inc.

Address: Banasree, Rampura, Dhaka
Phone: 01737561266
Email: radiadk@gmail.com
Web: www.facebook.com/radiamedia

Rectangle Communications Ltd.

Address: Road: 11, House: 78, Level: 5,
Suite: A5, Banani, Banani Model Town, Dhaka
Phone: +88028836116
Email: info@rectanglebd.com
Web: www.rectanglebd.com

Red Rocket Ltd.

Address: House#37, Road#06, Niketon, Gulshan-1, Dhaka-1212
Phone: 0258821272
Web: rocket.com.bd

RedOrange Media and Communications

Address: House 102 (1st Floor), Road 3,
Block F, Banani, Dhaka 1213
Phone: +880 2 9882720
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Web: redorangecom.com

| Creative Agency

Roop

Address: 3W Gulshan Grace, Level 2, Block B,
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Phone: +8802 9840100
Email: info@roopbd.com
Web: roopbd.com

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Phone: 02-8900507
Email: info@searchlitebd.net
Web: searchlitebd.com

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Address: House # 14, Block # E, Road # 129,
Gulshan # 1, Dhaka-1212 Bangladesh
Phone: +88029845724
Email: info@stepmedialtd.com
Web: http://www.stepmedialtd.com/index.html

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Phone: +88029887355
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Web: new.spellboundbd.com

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Email: info@spectrumadltd.com
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Space Marketing Communication

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Road no 7 Dhanmondi, Dhaka, Bangladesh
Phone: 001-123-456-7890
Email: swami@brandexponents.com
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Address: Rupayan Center (13th Floor), 72 Mohakhali C/A, Dhaka
Phone: 01787-691919
Email: info@sunbd.net
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Shunno Entertainment

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South Badda, Dhaka 1212
Phone: 01716-530212
Web: shunnoentertainment.com

TBWA\Benchmark

Address: House: 9, Road: 16, Gulshan 1, Dhaka
Phone: 01713000732, 02-9860067
Email: ashraf@tbwabenchmark.com
Web: tbwabenchmark.com

The PH Factor

Address: House#18, Road#01, Block#B, Niketon, Gulshan-1, Dhaka
Web: www.thephfactor.com.bd

Third Eye Communication

Address: House No.: 519/a, Dhanmondi-1, Dhaka 1205
Phone: (+88) 02-9670883, (+88) 01817-509084, (+88) 01730-443737
Email: info@thirdeye-communication.com
Web: thirdeye-communication.com

Unitrend Ltd.

Address: 31/A Western Road, 1st Floor, DOHS Banani, Dhaka-1206
Phone: +88029896660
Email: info@unitrendbd.com; Web: unitrendbd.com

ZANALA Bangladesh Ltd.

Address: Level-4, BDBL Bhaban,
12 Kawran Bazar, Dhaka-1215, Bangladesh
Phone: (+880 2) - 8129475, 8189361-2, +8801730334050
Email: info@zanala.com; Web: zanala.com

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Web: http://alphaadvertising.agency

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Phone: +8802-8831440
Email: info@highvoltage.ltd
Web: http://www.highvoltage.ltd

| Events & Activation

Asiatic EXP/ Asiatic 3Sixty

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Phone: +880-2-9872364
Email: info@asiaticexp.com
Web: asiaticexp.com

Activist Communications Ltd.

Address: House 82/1 (3rd Floor), Road 2, Block A,
Niketon, Gulshan 1, Dhaka 1212
Email: activistbd.ig@gmail.com
Web: www.activistbd.com

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Address: Bengal Centre, Plot 2, Civil Aviation,
New Airport Road, Khilkhet, Dhaka-1229
Phone: +8802-55042341
Email: info@bluescomm.com; Web: bluescomm.com

Habson Communication Ltd.

Address: House # 230, New DOHS,
Lake Road-16, Mohakhali, Dhaka-1206
Phone: 01675-619610
Email: admin@habson.org
Web: http://www.habson.org/

| Events & Activation

Havas Media Bangladesh Ltd.
Address: Flat #B4, H # 257/A, Rd # 19,
New DOHS, Mohakhali, Dhaka 1206
Phone: +88 02 8872581 / 8872610
Email: info@havasbangladesh.com
Web: www.havasmedia.asia

Integrated Marketing Services Ltd. (IMS)
Address: House # 13, Road-4, Block-F,
Banani Chairmanbari, Dhaka-1213
Web: facebook.com/pages/IMS-Integrated-
Marketing-Services-Ltd/214587191886160

Market Access Providers Ltd.
Address: House 8, Road 23/C, Gulshan 1, Dhaka 1212
Phone: 02-8818560
Email: info@marketaccessgroup.biz
Web: marketaccessgroup.biz

Response Ltd.
Address: House#289 (3rd & 4th Floor), Road#19/B,
New DOHS, Mohakhali, Dhaka
Phone: +880-2-9887539
Email: info@responsebd.com
Web: responsebd.com

Sky Tracker Ltd.
Address: House 147, Road 1(east side), Baridhara DOHS, Dhaka 1206
Phone: +88028416316
Email: skytracker@skytrackerbd.biz
Web: skytrackerbd.biz

Spotlight Event Management Ltd.
Address: Plot No 180, Block B, Bashundhara R/A, Dhaka
Phone: 02-8845133
rakesh@spotlightbd.biz
Web: spotlightbd.biz

Watermelon Communication Ltd.
Address: House 14/1, Road 4, Dhanmondi R/A, Dhaka 1205
Phone: +8801919264001
Email: mnh@nazmulhassan.com
Web: watermelonbd.com

Windmill Advertising Ltd.
Address: Millennium Castle, House # 47 (8th Floor),
Road # 27 Banani, Dhaka 1213
Phone: 09612-300400
Email: info@windmillbd.com
Web: windmillbd.com

| Digital Agency

Analyzen Bangladesh Ltd.
Address: Analyzen Innovation Lab, Level-1,
House-1A, Road-16/A, Gulshan-1, Dhaka-1212
Phone: +88-01976672374, 01976672374
Email: mail@analyzenbd.com
Web: analyzenbd.com

Bagher Bachcha Digital
Address: 110, Love Road, Tejgaon, Dhaka
Web: audacityit.com/tiger

Beatnik
Address: 106 Park Road, Mohakhali DOHS, Dhaka 1206
Phone: +8801911-217981
Email: contact@beatnikbd.com; Web: beatnik.digital

Boomerang Digital
Address: House-42A, Apartment-2A, Road-7, Sector-3, Uttara, Dhaka
Phone: +8801744500561
Email: info@boomerangbd.com
Web: https://www.boomerangbd.com/

BrandyLane Digital & Communication
Address: Flat#A1, House#1219, Avenue#10,
Road#10, Mirpur DOHS, Dhaka 1216
Phone: +8801747416305
Email: brandylane.th@gmail.com
Web: brandylane.net

Cookie Jar Ltd. / Asiatic 3Sixty
Address: House# 59, Road# 1, Block# 1, Banani, Dhaka 1213
Phone: 0447-7975209
Email: service@cookiejarbd.com
Web: cookiejarbd.com

Digidot Ltd.
Address: ½ Asad Gate, Mohammadpur, Dhaka 1207
Phone: +8801980340021
Email: digidotltd@gmail.com; Web: digidotltd.com

GEEKY Social
Address: House: 62 (5th Floor), Road: 03,
Block: B, Niketon, Gulshan-1, Dhaka
Phone: 01912337754
Email: contact@geekysocial.com
Web: geekysocial.com

Iamdigital Ltd.
Address: SWD 12/A, Road 8, Gulshan 1, Dhaka 1212
Phone: +8801743495580
Email: support@iamdigitalbd.com
Web: iamdigitalbd.com

Ionsketch
Address: Motaleb Tower, Floor 1, Suite H, 8/2, Paribagh, Dhaka.
Phone: 01723-816119
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Jarvis Digital Ltd.

Address: House#1A, Suite#3B, Road#16/A, Gulshan-1, Dhaka
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Email: jarvis@jarvisdigitalbd.com
Web: jarvisdigitalbd.com

Magnito Digital Limited

Address: 3rd Floor | Road-23/B, House-7 | Gulshan-1, Dhaka | Bangladesh
Phone: +88 02 9850858, +88 01611699858
Email: info@magnitodigital.com
Web: magnitodigital.com/

Melonades

Address: House No: 8/A, Road: 143, Gulshan-1, Dhaka-1212.
Phone: +88.02.55045100
Email: info@melonades.com
Web: melonades.com

OnZ Solutions

Address: Haji Villa, Ja 89, Dhaka
Phone: +8801924605708
Email: info@onzsolutions.com
Web: <https://www.onzsolutions.com/>

Purple Bot Digital Ltd.

Address: Flat A1, House 3, Road 7, Block C, Niketon, Gulshan 1, Dhaka 1215
Phone: +8801612309290
Email: contact@purplebot.digital
Web: <http://purplebot.digital/>

Senseforweb

Address: House 19/1, Road 28, Dhanmondi, Dhaka 1209
Phone: +8801706000060
Email: info@senseforweb.com
Web: <https://www.senseforweb.com/>

Strategeek Digital

Address: 58 Lake Circus, Kalabagan, Dhaka
Phone: 01814-663207
Email: info@strategeek.com.bd
Web: strategeek.com.bd

tanjid.org

Address: House 8 Road 2, Mohammadi Housing Limited, Mohammadpur, Dhaka 1207
Phone: 880-19-3344-1951
Email: info@tanjid.com
Web: tanjid.org

The Mighty Byte Ltd.

Address: Plot 180, Block B, Bashundhara R/A, Dhaka 1229
Phone: 02-8845133
Web: www.facebook.com/MightyByteDhaka

Unifox Digital Limited

Address: Level 2, House 57, Road 4, Block C, Banani, Dhaka
Phone: +88029872171
Email: unifoxdigital@gmail.com
Web: <http://unifoxdigitalmedia.com/index.html>

WebAble Digital

Address: House 10/A, Road 4, Gulshan-1, Dhaka-1212
Phone: 01794-777103
Email: poke@webable.com.bd
Web: webable.digital

Webpers

Address: H-12, Road-2/B, Sector 05, Uttara, Dhaka 1230
Phone: +880248950655, +8801755602828
Email: info@webpers.com
Web: webpers.com

X Solutions Ltd.

Address: House 40, Road 20, New DOHS, Mohakhali, Dhaka 1206
Email: hello@justanx.com
Web: <https://justanx.com/#1>

Bagher Bachcha Digital

Address: 110, Love Road , Tejgaon, Dhaka, Bangladesh
Phone: +8802-8870470
Email: roar@bbd.digital
Web: <http://www.bbd.digital>

Brandmyth Digital

Address: House 04, Road 5/1, Block A, Banasree Project, Rampura, Dhaka
Phone: +88 02 8396292
Email: info@brandmythdigital.com
Web: <http://brandmythdigital.com/>

Aamra Inforainment Ltd.

Address: Safura Tower (16th Floor), 20 Kemal Ataturk Avenue Banani, Dhaka-1213, Bangladesh.
Phone: +88 01913 397419
Email: info@aamrainforainment.com
Web: <http://www.aamrainforainment.com/>

| Media Agency

Havas Media Bangladesh Ltd.

Address: Flat#B4, House#257/A, Road#19, New DOHS, Mohakhali, Dhaka 1206
Phone: +88028872581
Email: s.baly@havasmedia-bd.com
Web: www.havasmedia.asia

Maxus Bangladesh/ Asiatic 3Sixty

Address: H-47, R-27, Block-A, Banani, Dhaka-1213
Phone: +880 2 8836644
Email: hasan.faruque@maxus-bd.com
Web: maxusglobal.com.bd

| Media Agency

MEC Bangladesh/ Asiatic 3Sixty
Address: Millennium Castle (Level 3), House no. 47,
Road no. 27, Banani, Dhaka 1213
Phone: +8832447
Email: info@mecglobal-bd.com; Web: asiatic360.net/mec

Media Axis/Carat
Address: House # 57 (New), 2nd Floor, Road # 12/A,
Dhanmondi R/A, Dhaka 1209
Phone: +88029110351
Web: macommbd.com

Mediavest Bangladesh
Address: Plot-15, Block-A, Bashundhara Main Road,
Bashundhara RA, Dhaka
Phone: +88028402638 - 39
Web: mediavest.com

Mindshare Bangladesh/ Asiatic 3Sixty
Address: Millennium Castle (1st Floor), House # 47,
Road # 27, Block # A, Banani, Dhaka - 1212
Phone: +(88) 02 9850378, +(88) 02 8832419
Email: morshed@mindshare-bd.com
Web: asiatic360.net/mindshare

Top of Mind
Address: House 8/A, Road 143, Gulshan 1, Dhaka 1212
Phone: +880255045100
Email: info@topofmindbd.com
Web: topofmindbd.com

| Production House

Aatosh
Address: 10 Karwan Bazar, Dhaka, Bangladesh
Phone: +8801670164918; 01688699079
Email: asir@aatosh.com; Web: www.aatosh.com

Ant Network
Address: House 75, Road 4, Niketon,
Gulshan -1 Dhaka, Bangladesh
Phone: +880 1911129213
Email: info@antnetwork.co.uk; Web: antnetwork.co.uk

Apple Box Films Ltd.
Address: 25/B, Road 18, Block B, Banani 1213, Dhaka
Phone: 01713033766
Email: mail@appleboxfilms.net
Web: <https://www.facebook.com/appleboxfilms.bd/>

Chabial
Address: Baridhara DOHS, Dhaka - 1212
Phone: 01713033766
Email: chabialbd@gmail.com; Web: facebook.com/Chabial

Dope Productions
Address: House 110, Flat A3, Road 2,
Block A, Niketon, Gulshan 1, Dhaka
Phone: 01756-407517
Email: info@dopeproductions.net
Web: facebook.com/dopeproductionsbd

FaceCard Production
Address: 110, Road 2, Block B, Niketon, Gulshan 1, Dhaka
Email: admin@facecardbd.com
Web: <http://facecardbd.com/>

Film Noir
Address: House 106/B/1, Road#4,
Mohammadia Housing Ltd., Mohammadpur, Dhaka
Phone: +8801711181551
Email: info@filmnoirbd.com; Web: filmnoirbd.com

Freefall Studios Ltd.
Address: House 2, Road 5, Niketon R/A, Gulshan 1, Dhaka
Phone: +88028834610
Email: freefall@freefallstudios.tv
Web: freefallstudios.tv

Half Stop Down
Address: House 42 (8th floor), Road 1, Block A,
Niketon, Gulshan 1, Dhaka - 1212
Phone: +88028834421, 028835279
Email: info@halfstopdown.com
Web: halfstopdown.com

Karkhana Productions
Address: F-16, Road No# 12,
Niketon Housing, Gulshan-1, Dhaka
Phone: +8801754-816060
Email: contact@karkhanaproductions.com
Web: karkhanaproductions.com

Kino Films
Address: 204/B Gulshan Tejgoan Link Road, 3rd Floor, Dhaka
Phone: +88029856514
Email: kinofilmsbd@gmail.com

Motion Rock Entertainment
Address: Road 2, House 73, Block A, Level 8A, Niketon, Dhaka
Phone: +8801196066666
Email: admin@motionrockentertainment.com
Web: <http://www.motionrockentertainment.com>

MotionBitz
Address: Road 8, Chanmia Housing, Mohammadpur, Dhaka
Phone: +8801759738032
Email: motionbitz@gmail.com
Web: <https://www.facebook.com/MotionBitz/>

| Production House

Maverick Studios

Address: 50 Lake Circus (Dolphin Goli),
Kalabagan, Dhaka 1205
Phone: +880 1711-187000, +880 1716-401114
Email: info@maverickbd.com
Web: maverickbd.com

Outcaste Films

Address: Flat C5 House 07, Road 2/2-1C, Banani, Dhaka 1213
Phone: +88 02 985 2852, +88 01919 347 826
Email: outcastefilms@gmail.com
Web: outcastefilms.com

Prito Reza Production

Address: House-37, 1st Floor B1, Road-27, Block-A, Banani, Dhaka
Phone: +8801973311177, 01975556633
Email: pritoreza@gmail.com, info@pritoreza.com
Web: www.pritoreza.com

Runout Films Ltd.

Address: Niketon, Gulshan 1, Dhaka
Phone: +8801869262521
Email: runout.films@yahoo.com, runout.films@hotmail.com
Web: runoutfilms.com

Shunno Entertainment

Address: Rubi-Amena Lake View,
TA-203, 1st Floor, South Badda, Dhaka 1212, Bangladesh
Phone: +8801716-530212
Email: shunno@shunnoentertainment.com
Web: shunnoentertainment.com

Studio Bangi

Address: House 11, Road 13, New Dhanmondi, Dhaka
Phone: +8801687327174
Email: studiobangi@gmail.com
Web: https://www.facebook.com/studiobangi/

Team YOLO

Address: 2nd Floor, House 73, Road 2,
Block A, Niketon, Dhaka
Phone: 01956505257
Email: onomoniam@gmail.com

Tinsel Town Films

Address: House 31, Road 1, Block A, Niketon, Dhaka
Phone: +8801712483513
Email: info.tinseltownfilms@gmail.com
Web: facebook.com/tinseltownfilms

| PR Agency

Benchmark PR

Address: House # 9, Road # 16 Gulshan- 1, Dhaka 1212
Phone: (+8802) 8813648, 8812415
Email: ajaz@benchmarkpr.com.bd
Website: benchmarkpr.com.bd

Concito PR

Address: Level-4, House-13, Road-7, Block-F, Banani, Dhaka -1213
Phone: (+88) 02-55042273 or 01714005577
E-mail: info@concitopr.com.bd
Web: concitopr.com.bd

Forethought PR

Address: House: 31 (7th Floor), Road: 06, Block: C, Banani, Dhaka, Rd
No. 7A 1, Dhaka 1213
Phone: 02-9872969
Email: ikram_mayeen@forethoughtpr.com
Web: forethoughtpr.com

Impact PR

Address: Apartment A1, House 17, Road 4, Gulshan 1, Dhaka 1212
Phone: 88 02 9841263, 8855619, 9889739
E-mail: info@impactpr.info
Web: impactpr.info

Masthead PR

Address: House 8/A, Road 143, Gulshan 1, Dhaka 1212.
Phone: +880255045100
Email: info@mastheadpr.com
Web: mastheadpr.com

Backpage PR

Address: Flat 302, House 15, Road 128, Gulshan 1, Dhaka
Phone: +8801790-442222
Email: azam@backpagepr.com
Web: http://www.backpagepr.com/

| Other Agency

Radio Shadhin 92.4FM

Address: Asiatic Centre, House 63, Road 7B,
Block H, Banani, Dhaka 1213
Phone: +88-0171001100
Email: hello@radioshadhin.com
Web: radioshadhin.fm

Radio Foorti Ltd.

Address: 12-14 DIT II Cir, Dhaka 1212, Bangladesh
Phone: +880 2-8835747
Email: feedback@radiofoorti.fm
Web: radiofoorti.fm



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