



META MOR PHOSIS



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আমার সন্তানকে দিনভর স্ট্রিং এবং অ্যাক্টিভ রাখতে এতে আছে
ডাবল* ভিটামিন ডি
— এবং —
ডাবল* ক্যালসিয়াম



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“Communication work for those who work at it.”
– John Powell



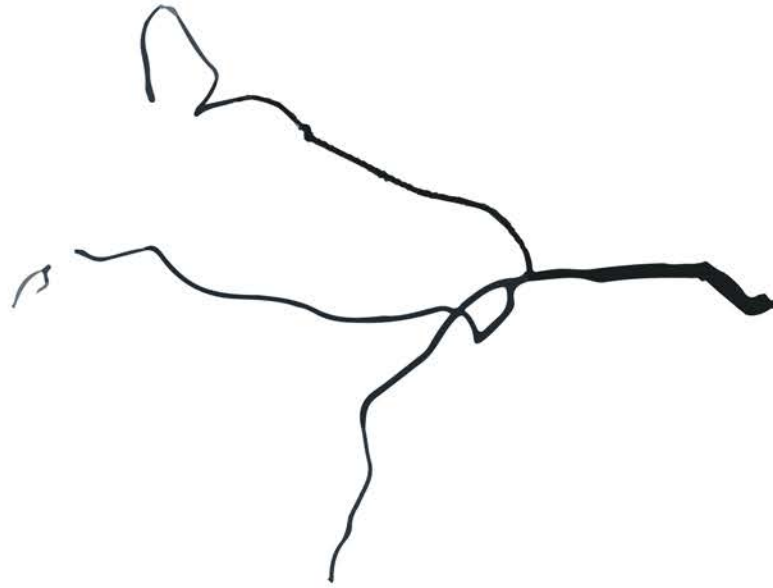
Editor's Note

Role of communication has never been more critical for brands. As we pass the most complex times of our lives, we are faced with multiple challenges. Just when we thought we got the hang of the pandemic – the new variant has put everything back to square one. Suddenly it made us realize that the concept of stability as we knew is gone forever. What implication do these have on brands and communication? Of course, the obvious aspect refers to the unpredictability that has caused people to shift what they will value and consume more. The other big implication is relating to people's change in behavior. As we are stuck inside more – and spending a lot of time with different types of screens means our communication needs to evolve to engage in this new paradigm. As pandemic hits us last year – for every brand and business the reaction was to slow everything down as consumption took a hit and brands came out and support people and the community as everyone was struggling. Brands tried to talk about the dos and don'ts during the pandemic, highlight how to stay healthy, and so on. Digital for most brand was the go to place and consumers were spending most of the time there. But at the same time the bigger question which was evolving was a failure to link digital spending with business results. Most of the digital spend was failing to create the link. At the same time TV in Bangladesh is losing its relevance as its viewership keeps on plummeting. Making brands to relook at the entire communication model. During this Commward, we will try to explore some of these pertinent questions. Starting from what is the best way to create a closer engagement with consumers, and help build a strong brand to what business model should an agency follow. Are the same models followed by earlier big agencies still relevant? The question becomes more relevant as new boutique agencies continue to disrupt the industry.

For Bangladesh the need is more critical – as we celebrate our 50 years of independence, we need to reinvent our journey to pursue the next phase of our progress. On one hand, we will need the next generation of Bangladeshi brands who would rise in the new world order and push Bangladesh's economic progress to the next level. And in that journey, the communication sector and the creative industry will have to play a key role. The 2nd component is the stories, and narratives which brands will share in their journey which not only will help the brands to thrive but will also play a big role in shaping the consumer mindset, and societal narratives. As digital and technologies thrive and become omnipresent in our lives – communications and engagements driven by brands will play a bigger role than just driving business growth. It's time our agencies evolve and reinvent themselves for the next exciting phase of the industries journey

Congratulations to the winners and the teams who worked hard throughout the year at the back end to push the boundaries of communication in Bangladesh. Hope their works inspire the next generation of communication specialists who will shape the next era of the communication sector.

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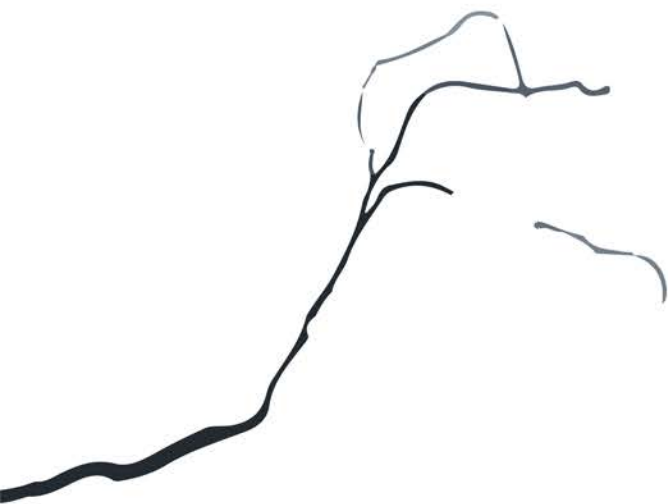
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Winners at a Glance

1 A For Action	Grey Advertising Bangladesh Limited 2 3 6
1 3 4 ACI Consumer Brands	Half Stop Down Ltd. 1
2 ACI Formulations Limited	Havas Digital Ltd. 1
1 ACI Logistics Ltd.	High Voltage Limited 2
1 ACI Premio Plastics	High Voltage Limited and Mindshare 1
1 1 2 Axiata Digital Bangladesh	Integrated Marketing Service Ltd. 1
3 7 Adcomm Limited	IDC Bangladesh (Pvt) Limited 1
1 2 Adcomm Limited & Mindshare	Just Storys 1
1 1 Adcomm Limited & OnZ Solutions	Lead Agency FCB Bitopi, Supporting agency: Analyzen Bangladesh and Asiatic Mindshare Limited 1
1 Adcomm Limited, Analyzen and Mindshare	Lie to Eye 4
1 Adcomm Ltd. & High Voltage	MACOMM (Official Affiliate of Dentsu in Bangladesh)/ FM Agro Foods Ltd. 1
1 Adcomm Ltd. & Madmen Digital	Madly 1
1 Akij Food & Beverage Limited	Madmen Digital 2
1 Alesha Holdings Ltd. & Havas Media Bangladesh Ltd.	Magnito Digital 1 3 1
1 4 Analyzen Bangladesh Limited	Market Access Providers Limited (CarrotComm Limited) 2
1 Analyzen Bangladesh Ltd. & Asiatic Mindshare Limited	MBA Bangladesh 2
Analyzen Bangladesh Ltd.,	Mediacom Limited 2 9 10
1 Asiatic Mindshare Limited & Adcomm Limited	Mpower 1 1 1
5 Asiatic Marketing Communications Ltd./Asiatic 3Sixty	NAGAD 1 1
1 Asiatic Mindshare Limited & Adcomm Limited	O&Z Solutions 1 1 3
1 Asiatic Mindshare Limited, Analyzen Limited & Adcomm Limited	Purplebot Digital Limited 1
3 12 18 Asiatic Mindshare Ltd.	Runout Films 1 1
1 Backbenchers Communications	Salt Creatives 4
1 Brandylane 360 Ltd.	Singularity Limited 1 2
1 COdesign	Sun Communications Limited 1 5 2
1 Creado	TBWA\Benchmark 1 3
1 Fatman Films and Starcom (Active Media Solutions Limited)	The Big Content Ltd. 5 5 7
1 1 2 5 FCB Bitopi	Walton 1
1 FCB Bitopi & bFilms	Wavemaker Bangladesh 2 1
1 FCB Bitopi & StrateGeek Digital Ltd.	WebAble Digital 1 2 1
	X 3 3 6

List of Winners

Category	Award	Campaign	Agency
ART DIRECTION	Silver	Hongbao Tableware Series	CODesign
	Silver	Senora Intl. Women's Day 2020	Mediacom Limited
	Bronze	Akash DTH - Bijoyer Akashe Agamir Bangladesh	Sun Communications Limited
	Bronze	Narir Proti Bhala Vasha	Adcomm Limited
BEST CAMPAIGN BY NEW AGENCY	Gold	Saturday Night Surprise	Mpower
	Gold	Sound of Independence	ADA
	Silver	Prothom Alo - NotHerFault - International Women's Day Film	The Big Content Ltd.
	Bronze	Bruno Moretti Launch Campaign	Madmen Digital
	Bronze	Fresh Tissue Breast Cancer Awareness Campaign	The Big Content Ltd.
	Bronze	Sprint Re-Launch	Lie to Eye
	Bronze	UNDP Prithibi Shobar Hok Film	The Big Content Ltd.
BEST COVID-19 RESPONSE CAMPAIGN	Silver	Chailei Shombhob	Grey Advertising Bangladesh Ltd.
	Silver	Lifebuoy Shurokkhito Haate Shurokkhito Desh	Adcomm Limited, Analyzen and Mindshare
	Bronze	A2I Surokkhaa - Campaign To Heal The Nation	Mediacom Limited
	Bronze	ACI Pure Salt Icche Ako Golpo Bolo	Backbenchers Communications
	Bronze	Covid-19 Rapid Response	Asiatic Mindshare Ltd.
	Bronze	Crack Platoon Transport Service	Singularity Limited
	Bronze	Delivery Hero	Asiatic Mindshare Ltd.
	Bronze	Kemon Achen Tara	Asiatic Mindshare Ltd.
	Bronze	Pashe Achi Bangladesh - Covid 19	O&Z Solutions
	Bronze	Savlon Mobile Hospital	ACI Consumer Brands
	Bronze	Shwapno – Sheba pack	Salt Creatives
BEST MEDIA INNOVATION	Gold	Bhalobashar Epith Opith	X
	Gold	Cholo Bangladesh - Fan Song & Bioscope	Asiatic Mindshare Ltd.
	Silver	Fashion Week 2020	Asiatic Mindshare Ltd.
	Silver	RITAb	Asiatic Mindshare Ltd.
	Silver	Spaces Virtual Event Platform	Singularity Limited
	Bronze	Airtel Friendship Thematic Campaign	Wavemaker Bangladesh
	Bronze	20 years of Artcellism: An unstoppable journey	Asiatic Mindshare Ltd.
	Bronze	Firebrand (GAL Launch)	Asiatic Mindshare Ltd.
	Bronze	Savlon Hand Sanitizer Brand Endorsement by News Presenters	ACI Consumer Brands
	Bronze	Smartpick	High Voltage Limited
	Bronze	Soup-Er Man	Adcomm Limited & Asiatic Mindshare Ltd.
	Bronze	Wifi Hut	Asiatic Mindshare Ltd.
BEST USE OF BRANDED CONTENT	Gold	Fresh Tissue Breast Cancer Awareness Campaign	The Big Content Ltd.
	Gold	Prothom Alo - NotHerFault - International Women's Day Film	The Big Content Ltd.
	Silver	BSRM Obinosshor 100	MBA Bangladesh
	Silver	City Bank - Historical Letters of Bangabandhu	Sun Communications Limited
	Silver	Ghore Thaki + Nabilar Din Raatri	Asiatic Mindshare Ltd.
	Silver	Kache Ashar Golpo	Adcomm Limited
	Silver	UNDP Prithibi Shobar Hok Film	The Big Content Ltd.
	Bronze	For The Love of Food	X
	Bronze	Kemon Achen Tara	Asiatic Mindshare Ltd.
	Bronze	Notun Gaaner Khoje	Asiatic Mindshare Ltd.

Category	Award	Campaign	Agency
BEST USE OF DIGITAL MEDIA	Gold	Airtel Eid Challenge	FCB Bitopi
	Silver	Coca-Cola Happy 50 Bangladesh Campaign	Wavemaker Bangladesh
	Silver	COVID - 19 Rapid Response	Asiatic Mindshare Ltd.
	Silver	Grameenphone Online Etiquette	Magnito Digital
	Silver	Senora Bhai Bon	Mediacom Limited
	Silver	Teaching Sign Language Through Interactive Banner	Asiatic Mindshare Ltd.
	Bronze	Bhalobashar Epith Opith	X
	Bronze	Child Online Safety-2019	Grey Advertising Bangladesh Ltd.
	Bronze	Dhaka Half Marathon 2021	Purplebot Digital Limited
	Bronze	Lifebuoy H for Handwashing	Analyzen Bangladesh Ltd. & Asiatic Mindshare Limited
	Bronze	New bKash App Campaign	Analyzen Bangladesh Limited
	Bronze	Valentines Day - Its OK to be single	FCB Bitopi
BRAND EXPERIENCE & PROMOTION	Silver	Confidence Kit	Mediacom Limited
	Silver	Sasroyee Pusty, Shade Sontusty-A Nutrition Awareness Campaign for underprivileged population	Brandyane 360 Ltd.
	Bronze	Clemon Do It Yourself	Adcomm Limited
	Bronze	No more nongra toilet	A For Action
	Bronze	Pathao Joker Campaign	X
	Bronze	Savlon Hand Sanitizer Awareness Building Campaign	ACI Consumer Brands
	Bronze	Shikhbo Beshi, Parbo Beshi (Learn More, Do More)	Integrated Marketing Service Ltd.
	Bronze	Smartpick	High Voltage Limited and Mindshare
	Bronze	Supreme Surokkhar Aboron	Mpower
	Bronze	Surf Excel Car Free Street Day	Market Access Providers Limited (CarrotComm Limited)
CAMPAIGN FOR WOMEN	Gold	Prothom Alo - NotHerFault - International Women's Day Film	The Big Content Ltd.
	Gold	Senora Bhai Bon	Mediacom Limited
	Silver	Confidence Kit	Mediacom Limited
	Silver	Freedom Deaf Society Campaign	MBA Bangladesh
	Silver	Fresh Tissue Breast Cancer Awareness Campaign	The Big Content Ltd.
	Silver	Jui Phone Uthao Dekhiye Dao	Sun Communications Limited
	Silver	Jui Stop Sexual Violence	Sun Communications Limited
	Silver	Shape Body Positivity	WebAble Digital
	Bronze	Bangalink Flex - Learn More, Be More	Asiatic Marketing Communications Ltd./Asiatic 3Sixty
	Bronze	Bangamata U-19 Women's International Gold Cup	High Voltage Limited
	Bronze	Narir Proti Bhala Vasha	Adcomm Limited
	Bronze	SMC Joya-Ashol Purush	The Big Content Ltd.
COPYWRITING	Gold	Jui Stop Sexual Violence	Sun Communications Limited
	Silver	Boldly Beautiful	X
	Silver	Mayer Vasha	O&Z Solutions
	Bronze	Narir Proti Bhala Vasha	Adcomm Limited
	Bronze	Prothom Alo - NotHerFault-International Women's Day Film	The Big Content Ltd.
	Bronze	Rodeta ke Face koro, Life take Chase koro	Mediacom Limited
	Bronze	ট্যাগ করলে foodpanda হাজির	X
	Bronze	Valentines Day - Its OK to be single	FCB Bitopi
EFFICACY	Gold	Signline	Grey Advertising Bangladesh Ltd.
	Silver	A2I 333 - One Number To Help Us All	Mediacom Limited
	Silver	Grameenphone Communications Pack	Magnito Digital
	Silver	Lifebuoy Shurokkhito Haate Shurokkhito Desh	Adcomm Limited
	Silver	Senora Bhai Bon	Mediacom Limited
	Silver	Shape Body Positivity	WebAble Digital
	Silver	Soup-Er Man	Adcomm Limited
	Silver	Turning data into business value	Asiatic Mindshare Ltd.
	Bronze	British Council IELTS Test Day Campaign	Havas Digital Ltd.
	Bronze	Confidence Kit	Mediacom Limited
	Bronze	Fresh Ramadan Combo Box 2019	Sun Communications Limited

Category	Award	Campaign	Agency
EFFICACY	Bronze	Happy 50 Bangladesh	Grey Advertising Bangladesh Ltd.
	Bronze	JAC - Amar Gari Amar Ghor	ADA
	Bronze	Lifebuoy Khelbe Tiger Jitbe Tiger	Adcomm Limited
	Bronze	MR Vaccination Campaign	Asiatic Marketing Communications Ltd./Asiatic 3Sixty
	Bronze	সব হবে নগদ-এ	Nagad
	Bronze	Open bKash Account in Minutes	FCB Bitopi
	Bronze	Pay any Electricity Bill with bKash	FCB Bitopi
	Bronze	Super App Loading	Asiatic Mindshare Ltd.
FILM	Gold	Boldly Beautiful	X
	Gold	Grameenphone Online Etiquette	Magnito Digital
	Gold	Prothom Alo - NotHerFault - International Women's Day Film	The Big Content Ltd.
	Silver	Jotne Gora Bijoy: Taramon Bibi	X
	Silver	Jui Phone Uthao Dekhiye Dao	Sun Communications Limited
	Silver	Jui Stop Sexual Violence	Sun Communications Limited
	Silver	Rodeta ke Face koro, Life take Chase koro	Mediacom Limited
	Silver	Signline	Grey Advertising Bangladesh Ltd.
	Bronze	Ditch Cable, Switch to AKASH	Lie to Eye
	Bronze	Fresh Tissue Breast Cancer Awareness Campaign	The Big Content Ltd.
	Bronze	Lifebuoy H for Handwashing	Analyzen Bangladesh Limited
	Bronze	Nestle Victory Day - 2020	Asiatic Marketing Communications Ltd./Asiatic 3Sixty
	Bronze	Senora Bhai Bon	Mediacom Limited
	Bronze	“Shishu Oporadhi”	ACI Premio Plastics
	Bronze	UNDP Prithibi Shobar Hok Film	The Big Content Ltd.
	Bronze	WALTON শিশু কানন Campaign	Walton
FILM CRAFT	Gold	Akash DTH Launch TVC	Runout Films
	Silver	Boldly Beautiful	Runout Films
	Silver	Prothom Alo - NotHerFault - International Women's Day Film	The Big Content Ltd.
	Silver	Studio X Shampoo	FCB Bitopi & bFilms
	Bronze	Grameenphone Chailey Shombhob	Half Stop Down Ltd.
	Bronze	Rodeta ke Face koro, Life take Chase koro	Mediacom Limited
	Bronze	Shwapno – A Tribute to Niloy Das	Salt Creatives
GREEN CAMPAIGN	Silver	Turning Vinyl Waste into Happiness	Asiatic Mindshare Ltd.
	Bronze	Good is The New Currency	TBWA\Benchmark
	Bronze	Porichchonnotar Worldcup	X
	Bronze	Surf Excel Car Free Street Day	Market Access Providers Limited (CarrotComm Limited)
INTEGRATED CAMPAIGN	Silver	সব হবে নগদ-এ	Nagad
	Bronze	Grameenphone Online Etiquette	Magnito Digital
	Bronze	Khelbe Tiger Jitbe Tiger	Asiatic Mindshare Limited, Analyzen Limited & Adcomm Limited
	Bronze	Lifebuoy H for Handwashing	Analyzen Bangladesh Ltd., Asiatic Mindshare Limited & Adcomm Limited
	Bronze	upay Brand Launch	Madly
MOST CREATIVE USE OF MEDIA	Gold	Bhalobashar Epith Opith	X
	Silver	Endorsement During News by Sepnil	Mediacom Limited
	Silver	Saturday Night Surprise	Mpower
	Bronze	Airtel Eid Challenge	FCB Bitopi & StrateGeek
	Bronze	RITAb	Asiatic Mindshare Ltd.
	Bronze	Soup-Er Man	Adcomm Limited & Mindshare
	Bronze	Sprint Brand Reveal	Lie to Eye

Category	Award	Campaign	Agency
MOST EFFECTIVE USE OF MEDIA	Gold	Khelbe Tiger Jitbe Tiger	Asiatic Mindshare Ltd.
	Silver	Ek Joge Ek Shathe	Asiatic Mindshare Ltd.
	Silver	February Language Campaign 2020	Asiatic Mindshare Ltd.
	Bronze	bKash Yearlong Search Campaign	Analyzen Bangladesh Limited
	Bronze	Covid-19 Rapid Response	Asiatic Mindshare Ltd.
	Bronze	Durotter Eid Surokkhay Japon - bKash	Asiatic Mindshare Ltd.
	Bronze	Food Mania	Asiatic Mindshare Ltd.
	Bronze	RITab	Asiatic Mindshare Ltd.
	Bronze	Shurokkhito Hateh Shurokkhito Desh	Asiatic Mindshare Ltd.
MUSIC / JINGLE	Gold	Shopno Jabey bari 2020	Grey Advertising Bangladesh Ltd.
	Silver	H for Handwashing	Analyzen Bangladesh Limited
	Bronze	26th March Campaign	Grey Advertising Bangladesh Ltd.
	Bronze	Banglalink - Tomar Amar Shobar Beshi Beshi Dorkar	Asiatic Marketing Communications Ltd./Asiatic 3Sixty
	Bronze	Change is Possible	Grey Advertising Bangladesh Ltd.
	Bronze	NESCAFE 2019 Thematic	Asiatic Marketing Communications Ltd./Asiatic 3Sixty
	Bronze	Shwapno – Jersey Koi	Salt Creatives
NATIVE	Gold	Ilish Roshona - Radhuni Taste The Jhanjh	Mediacom Limited
	Gold	Mayer Vasha	O&Z Solutions
	Silver	Sound of Independence	ADA
	Bronze	Bank with Belief – Saadiq	TBWA\Benchmark
	Bronze	GP-16 December	Grey Advertising Bangladesh Ltd.
	Bronze	HOME COMING: It's the time for Bangladesh	TBWA\Benchmark
	Bronze	IPDC Bornoshilpi	Madmen Digital
	Bronze	IPDC আমাদের গান	Creato
OUTDOOR	Gold	Pink Illumination Fresh Tissue Breast Cancer Awareness	The Big Content Ltd.
	Silver	Fashion Week 2020	Asiatic Mindshare Ltd.
	Silver	Firebrand (GAL Launch)	Asiatic Mindshare Ltd. & Adcomm Limited
	Silver	The Launch of Alesha Mart	Alesha Holdings Ltd. & Havas Media Bangladesh Ltd.
	Bronze	Ghore Thaki & Distance Maintaining Indicator	Asiatic Mindshare Ltd.
	Bronze	Mojo Shandaar Campaign	Adcomm Limited
PACKAGING	Grand Prix	Northern Harmony Tea Packaging	FCB Bitopi
	Grand Prix	Pringles - This Cricket Season Bangladesh CAN!	IDC Bangladesh (Pvt) Limited
	Silver	Shukran Chinigura Rice	MACOMM (Official Affiliate of Dentsu in Bangladesh) / FM Agro Foods Ltd.
	Silver	White Tea Packaging	FCB Bitopi
	Bronze	Bai Mu Dan Tea Packaging Design	FCB Bitopi
	Bronze	BanglaCut Artisanal Meat and Hand Cut Spice Mixes	Fatman Films and Starcom (Active Media Solutions Limited)
PR	Gold	Narir Proti Bhalo Vasha	Adcomm Limited & OnZ Solutions
	Silver	BDT 100 Crore Donations	Asiatic Mindshare Ltd.
	Silver	Freedom Sanitary Napkin Vending Machine Network	ACI Consumer Brands
	Silver	Happy 50 Bangladesh	Grey Advertising Bangladesh Ltd.
	Silver	Modern Trade Innovation by Sepnil	Mediacom Limited
	Silver	No Tax on Period	ACI Consumer Brands
	Silver	Pathao Joker Campaign	X
	Bronze	Boldly Beautiful	X
	Bronze	Safolle Sonirvor BD	O&Z Solutions
	Bronze	Senora Bhai Bon	Mediacom Limited
	Bronze	Sprint Brand Reveal	Lie to Eye
PRINT	Bronze	Meril Lip Balm Repairs	Mediacom Limited
	Bronze	Senora Intl. Womens Day 2020 Those Words	Mediacom Limited

Category	Award	Campaign	Agency
RADIO	Silver	Detos - Dom Rakho Live e	Asiatic Mindshare Ltd.
	Silver	5 Crore Celebration Campaign (5 FM Connecting Show)	WaveMaker Bangladesh
	Bronze	Aafi Mango World Cup Qawali 2019	Adcomm Ltd.
RURAL MARKETING	Gold	Joyjatra	Adcomm Limited & Mindshare
	Silver	Savlon Mobile Hospital	ACI Consumer Brands
	Bronze	Anti-OFC	Adcomm Ltd. & High Voltage
	Bronze	Shobujshokti	ADA
SMALL BUDGET MEDIA CAMPAIGN	Silver	Bank with Belief – Saadiq	TBWA\Benchmark
	Bronze	Bruno Moretti Launch Campaign	Adcomm Ltd. & Madmen Digital
	Bronze	May our Love for Nature be pure	ACI Formulations Limited
	Bronze	Modern Trade Innovation by Sepnil	Mediacom Limited
	Bronze	Narir Proti Bhalo Vasha	Adcomm Limited & OnZ Solutions
SOCIAL CAMPAIGN	Grand Prix	No More Nongra Toilet	Lead Agency FCB Bitopi, Supporting agency: Analyzen Bangladesh and Asiatic Mindshare Limited
	Gold	Covid-19 Rapid Response	Asiatic Mindshare Ltd.
	Gold	No Tax on Period	ACI Consumer Brands
	Gold	UNDP Stay Home Challenge	WebAble Digital
	Silver	Airtel World Mental Health Day Campaign	FCB Bitopi
	Silver	Grameenphone Online Etiquette	Magnito Digital
	Silver	Prothom Alo - NotHerFault - International Women's Day Film	The Big Content Ltd.
	Bronze	Bhalo Khabo Bhalo Thakbo	WebAble Digital
	Bronze	Body Shaming Bondho Hok Instantly	Asiatic Mindshare Ltd.
	Bronze	Crack Platoon Transport Service	Singularity Limited
	Bronze	Desh Amar Dosh Amar	O&Z Solutions
	Bronze	Employees Empowerment (Recruiting Third Gender during COVID)	ACI Logistics Ltd.
	Bronze	Freedom Sanitary Napkin Vending Machine Network	ACI Consumer Brands
	Bronze	Fresh Tissue Breast Cancer Awareness Campaign	The Big Content Ltd.
	Bronze	Good Touch Bad Touch	Asiatic Mindshare Ltd.
	Bronze	IPDC Subodh	Analyzen Bangladesh Limited
	Bronze	Love is for Everyone	Just Storys
	Bronze	May our Love for Nature be pure	ACI Formulations Limited
	Bronze	Senora Bhai Bon	Mediacom Limited
	Bronze	Shwapno – Sheba pack	Salt Creatives
	Bronze	Signline	Grey Advertising Bangladesh Ltd.
	Bronze	Speed "Goti Ashuk Poribortone"	Akij Food and Beverage Limited



COMMWARD

WARD ROOM

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COMMWARD

JOURNEY OF RECOGNIZING THE BEST CREATIVE WORKS

“COMMUNICATION WORK FOR THOSE WHO WORK AT IT” – John Powell. Communication now is a bridge between clarity and confusion, and moving forward the creative minds who have been relentlessly working towards excellence and making the gap smaller deserve a huge round applause. Starting from entertainment to creating awareness there is no alternative of communication. With this aspiration and with the motto ‘Excellence in Creative Communication’ – COMMWARD was initiated. In 2009, Bangladesh Brand Forum in association with Cannes Lions International Festival of Creativity – Launched the biggest local platform aimed at recognizing the best creative communications by and in the creative arena of Bangladesh.

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.

While the 10th Commward has been celebrated on August 28, 2021, let's take a look further 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.

This year, the 10th edition was organized to be a precedent for a more rigorous and demanding form of Commward. This accelerated the process of bringing about a creative momentum within the industries and inspire brands to transcend their communication to global stature.

Over the time, Commward has ensured transparency and credibility in the overall process. Commward has been established as an industry standard for creativity with relentless and sustainable efforts. In the initial days mostly, the creative agencies participated in Commward, now all forms of agency (creative, digital, media, PR, events & activation, production house, NGO & development agencies, different organizations etc.) with credible communication campaigns participate.

As forms of communication changed with time, Commward also adapted accordingly by changing the awarding categories. Commward has shifted from mostly commercial campaign preference to social good

preferences. These categories inspire both the brands and the agencies to incorporate societal elements for a greater cause in the branding and communication activities.

Commward is awarded under different categories for different advertising campaigns in different media. The accolade is awarded in four levels: Grand Prix, Gold, Silver and Bronze.

SO HOW ARE THE BEST CREATIVE WORKS EVALUATED?

All the action starts as soon as the call for entry for nominations for Commward starts. Agencies, brands, media houses, and production houses from various backgrounds and scale submit their works. And as soon as the deadline is met all the nominations go through a major and rigorous selection and jury process. These vital activities are divided into 4 stages:

- Filter/ Eligibility Phase
- Shortlisting Jury
- Grand Jury
- Vote for the Color

SO HOW DOES THE PROCESS FUNCTION?

So, the first phase of the selection process is Filtering and Eligibility check of the submitted nominations. A dedicated team goes through all the nominations to check missing information, documentations, supporting materials and check whether the nominations are submitted properly in their respected categories.

The second phase of the selection process is the Shortlisting Jury. Usually, 7-8 shortlisting boards are formed to go through the massive number of submissions. Each board consists of 6-8 industry experts who specialize in brand communication, advertisement and marketing.

The third phase of the evaluation process is the Grand Jury. 6-7 Grand Jury boards are formed for the final evaluation process. The grand Jury board is directed by a Jury President. The Grand Jury board consists of industry leaders who have mammoth experience of leading the communication industry.

The fourth and final stage of the rigorous selection process is "Vote for Color". Nominations with the minimum score requirement adhere to this process. As mentioned earlier, COMMWARD recognizes works in 4 colors: Grand Prix, Gold, Silver & Bronze. With the direction and guidance of the Jury President and Grand Jurors, a voting process takes place. This is the last and most crucial phase of the evaluation process. Discussions and debates take place while the respected jurors compile the complete scores of all the medal winners to determine what color they receive. After the voting session campaigns are then finally selected for the final recognition in the auspicious event of COMMWARD.

In the conclusive and rigorous process brands, agencies,

production houses and related stakeholders are recognized through "COMMWARD".

THE HUMBLE BEGINNING

In 2009, the Communication Award a.k.a. Commward took place for the first time. It 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. Moving forward this year Commward had more than 1100 nominations, 573 were shortlisted and had an overwhelming number of winners of 227 in 4 colors residing over 26 categories.

THE CREATIVE ECO-SYSTEM | NEAR FUTURE

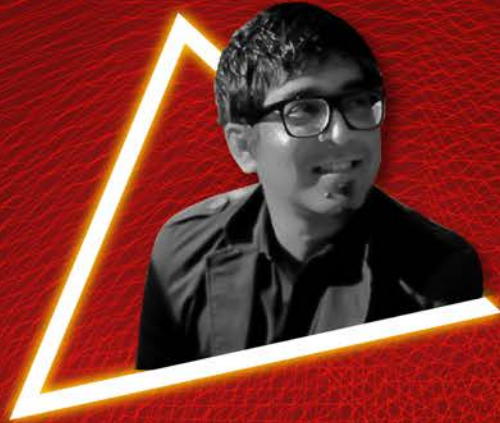
Today, Commward has evolved into being a complete eco-system of fostering creativity within the country. The platform now encompasses Communication Award, Commward Publication, Communication Summit, Young Lions Competition Bangladesh, Young Marketers Competition Bangladesh and student engagement activities. This 360-degree approach is a call for creativity for everyone.

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 thousand of people in different roles.

Commward has paved a magnificent path from its inception to 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 surely waking up and will become a key player in the global creative scene. Moreover, the pandemic has given time to transform, change and deploy in the new normal. Nonetheless, in conclusion, it could be said that Commward can undoubtedly be credited as a torchbearer of this creative journey.



JURY PRESIDENT



FERDOUS HASAN NEVILLE

Managing Director
Asiatic MCL/Asiatic 3Sixty



SARAH ALI

Managing Director
FCB Bitopi



SYED GOUSUL ALAM SHAON

Managing Partner & Country Head
Grey Group Bangladesh



MORSHED ALAM

Managing Director
GroupM Bangladesh

JURY ON CREATIVES



NAZMUL HASAN

Head of Digital Deployment & Technical Services
Abul Khair Group

It's an honor to be in the grand jury of commward 2021. Felt amazed seeing the total number of the submissions from the industry. It was really a tough job to select the winners among them. One thing astonished me was seeing the development of the works in different fields of our advertising industry. It was also great to see the way people from this industry are exercising the new concepts and working with the innovation in terms of creativity and technical opportunities.



MD. QUAMRUL HASSAN

Business Director
ACI Limited

I always believe purpose-driven marketing communications can be a force for both good and growth. That's why a brand should always address those social issues that are aligned with its purpose & strategy. This year, I have seen the reflection of it in most of the campaigns. That's a good sign for any society. Thanks to Bangladesh Brand Forum for encouraging the movement. Congratulations to all the winners of COMMWARD 2021.



KINGKOR AHSAN

Creative Director
ADA

I'd want to express my gratitude to the Award's organizers for making the entire process so well-structured and planned. I've had the good fortune of coming across several outstanding works that are ready to compete in the global market. This is precisely how we should value creative works in order to encourage the youth and enable our present creative brains to produce even more beautiful works.



ANWARUL KADIR

Head of Business Operations
Adcomm Limited

It was a wonderful experience to judging works that have dedicated their hearts and minds to bring to life is an honor. It's always a source of pride to see the inventive ways our collective talent across the industry solves their clients' challenges. I'm so inspired with their work and amazed to see an incredible presentation of work.



MD. TANVIR CHOWDHURY

Group Creative Director
Adcomm Limited

I strongly believe that creativity has the power to change human behavior and beliefs. The question is are we willing to do it? Are we ready to challenge and change the status quo? Are we ready to go beyond the brief and business numbers and truly create a purposeful brand? This is a mutual process. Agency will initiate never before ideas and the client has to believe in it. While judging I felt that we have a tendency to celebrate mediocre ideas. We have to push ourselves and aim for excellence otherwise we will end up creating something that we can't be proud of.



MUNAF MOJIB CHOWDHURY

Director, Business Development
ADA

Being part of Commward as a grand jury is a huge honor. It was a wonderful experience to evaluate so many work in our industry even though the pandemic has thrown various challenges at us. But creativity knows no bounds! Overall there were some good work but we still have to grow more as an industry before we can consistently deliver world-class marketing and communication campaigns. My best wishes to all agencies, brands and all the amazing people in our industry whose blood and sweat has brought this industry this far, albeit a long way ahead!



PULAK ANNEL

Creative Director
Adcomm Limited

We're getting agitated a little too fast. This has become a habit nowadays. This habit is the what's stopping the average from becoming great and the great from becoming legendary, in all sorts of creative communications!



HASIB H CHOWDHURY

Senior Group Creative Director
Adcomm Limited

For me, this year's Commwards served as an alarm! There were some good works, but the alarming thing is we all are getting used to mediocrities. I think in the upcoming years, we need to tighten up our seatbelts and do some real good works.



LUTFI CHOWDHURY

Co-Founder & CEO
Adfinix

Recognition is the best source of inspiration and the Bangladesh Brand Forum is one of the top platform whose recognition does matter. It was such a privilege to be a part of this process. There were so many good entries that are innovative and effective as well. In coming years looking forward to see more local campaigns that will be adopted by the global market.



MD. MOFIJUL HOSSAIN IRAZ

Director, Operations
Akij Flour Mills Ltd.

The enthusiasm, efforts were evident in the number of submissions and dimensions of thoughts and ideas. It wasn't enough to make juries sweat to chose the best though. Works should make jury brains work harder.



MD. MAIDUL ISLAM

Head of Marketing
Akij Food and Beverage Limited

One of the more difficult things about being a judge is as you're listening to the evidence, you have to be formulating how you're going to explain your evaluation of that evidence. Efforts drive for betterment indeed long way to go.



NAHID JAHAN

Executive Director, Marketing & Communication
Alesha Holdings Limited

Nothing gets done when you don't put in the work. Your great ideas and concepts will never see the light of day if you won't work to turn the ideas into something tangible. If a change is what you wish, be the change, a genie won't do it for you.



RIDWAN HAFIZ

Founder & CEO, Go Zayaan
Co-Founder & The People's Champ, Analyzen

It was amazing actually. Some really great campaigns, I learnt a great deal from the experience. One small concern; I felt some campaigns were designed only for awards not for business benefit; which is somewhat alarming.



SUMIT SAHA

Co-Founder & The Rain Maker
Analyzen

This year I had the opportunity to judge some of the best creative campaigns as I was a part of the Grand Jury. Not only was it tough but also thrilling and exciting. Overall it was a learning experience too. My heartiest congratulations to all the winners and heartfelt thanks to everyone from Bangladesh Brand Forum who made this happen.



SYED AHSAN RAHAT

Senior Account Director
Analyzen

Last two years were arguably one of the toughest times we have experienced. But these are the times that bring us closer, make us more resilient and give us a purpose. And that's something we saw from every brand campaign. We could not go out. We were stuck at home. But nonetheless, brands explored new tools and methods of communications for effective customer engagement keeping the pandemic situation in mind. BBF Commward has always been a platform to showcase and recognize outstanding creative works and inspire the brands, agencies, marketers to reach a new height.



RISALAT SIDDIQUE

The Man of Steel
Analyzen

It has been an enlightening experience to judge this year's Commward. Amid this pandemic, campaigns have changed dramatically in the way they function. Creative flare is not enough anymore. Campaigns need to be rooted in strong human insights, delivering strong business results for brands while serving the consumers in a purposeful way. While there were many average submissions as well, I strongly feel that our industry is moving in the right direction with impactful campaigns too.



GALIB BIN MOHAMMAD

Head of Marketing
Arla Foods Bangladesh

Being a Jury in COMMWARD gives me the opportunity not only to get a closer look at the brilliant works of the industry but also to learn from them! However, I wish the Marketeers would put more focus on measuring the business impact of the effort they are putting, rather than mere media matrix only; because to my little understanding if the communication is not impacting the business KPI, it is actually worthless - no matter how much reach, engagement or so called virality it enjoys.



FAROOQ SHAMS

Executive Planning Director & VP
Asiatic Marketing Communications Ltd. /Asiatic 3Sixty

What if the submissions made for advertising awards tried to not bore the jury into submission?



A S M TANVIR HASSAN

Group Creative Director
Asiatic MCL

I think it's high time we need to show our creative excellence beyond showing poor people or trying to sell social issues. Let's focus on generating demand led sales and be creative around the brand.



RASHIKA OSMAN

AVP, Client Servicing Head & Business Director
Asiatic Marketing Communications Ltd. / Asiatic 3Sixty

This year I was part of a jury board which was all female. It was an amazing feeling especially because we women always felt like the advertising world is a male-dominated one. The all-female board spoke volumes. That we need more women and we need to inspire younger women to reach for the top. We saw some very good campaigns. Most were effective, based on real issues and insights but we are still lagging behind in the translation of the idea into powerful creatives. Hope the coming years, we will be seeing more creative excellence!



TUSNUVA AHMED TINA

Executive Director
Asiatic Mindshare Limited

Communication summit will help the whole industry to grow and upscale towards work excellence. For participants I would like to advice that you should treat award submission as "Elevator Pitch", where you have to explain your idea in less than 2 min before the elevator reaches the floor at which your client is going to step out. Prepare the case submission in a way that in absence of you the jury gets the whole glimpse of your excellent idea.



TANZIRAL DILSHAD DITAN

Agency Lead and Director
BackPage PR

It was an absolute privilege to be part of an all women grand jury. While some of the submissions made us proud, the majority of them were conventional gender prejudices. We must fight for change, and the television industry has a big role to play. We'd want to see men discussing women's rights and empowerment. I hope that someday, brand marketers will make jury duty exceedingly difficult, but until then, congratulations to all of the submissions that were shortlisted, and I look forward to seeing the winners.



FAISAL MAHMUD

Senior Marketing Manager
Bangladesh Edible Oil Limited (BEOL)

From my first experience in working for Commward, I'd like to assume that Commward receives the highest number of entries in this type of award program! No wonder it requires rigorous effort to shortlist & finalize the winners, and the task of BBF is even tougher as they have to sync amongst so many jury members, at the same time keeping consistency of the judgment process. Still, nothing beats the fun of doing something any Marketing profession would love to- going through some of the greatest works conducted in her/his own soil, along with top-notch professionals of the field. Best of luck to all winners, no matter whether its Grand Prix, Gold, Silver- together you built a better Marketing arena in Bangladesh.



MOSTOFA MONWAR AL AZIM

AVP, Creative
Asiatic Marketing Communications Ltd./Asiatic 3Sixty

The more we are becoming digital beings, the more advertising is just becoming another interruption in our digital life. Everyone thinks the biggest challenge is stopping consumers from skipping ads. However, the real challenge is to turn the advertising into something else or camouflage it in a way that people really look forward to watch or read or interact.



REZAUL HASAN

Executive Director
Asiatic Mindshare Limited

It was a great experience looking at the best digital cases in the last two years. Digital is growing fast in Bangladesh and creating many opportunities to effectively connect with consumers. I congratulate all the winners and look forward to see more exciting usage of digital channels for brand growth in the future!



MOHAMMAD

TOWFIQUE HASAN

Executive Director, Marketing & Business Development, Sector- C
Bashundhara Group

To be frank with my opinion, it was a fantastic experience to judge quite a number of outstanding works. The types and level of mature crafting shown in some of the creatives put me into real dilemma which one to rank higher. However in the end, I felt confident that some of the best in class making were judged to be award winning, along side immense pleasure I'm bearing to get myself associated with the Jury panel and my heartfelt thanks to BBF for this trust on me.



MD. QURATUL AYIN

Vice President, Head of Creative
bKash Limited

Uncertainty, giving their very best to hold onto known faces of loved ones. The fight is not over yet. Being a juror at this year's COMMWARD 2021 Jury session, what fascinated and inspired me the most is how all the brands- starting from personal care to home care, mobile financial services to E-commerce- all have come together to fight the global crisis by being supportive with the consumers to keep the dear smiles intact. To make the consumers know that we all are in this together. I would like to thank Bangladesh Brand forum for this beautiful opportunity to witness and appraise some of the best communications from last year.



SYFUL AKBAR KHAN

Creative Director
Asiatic Mindshare Limited

It is increasingly inviting. To see how the tested and fresher professionals together are pushing the limits, amid various riddles of reality that 'they' regularly meet. Also the efficacy is pretty much on the rise I think, year-over-year, given both the parameters of communication objectives and long-term brand purposes. Cheers everyone, on keeping the pace with grace! And, being a functioning industry fellow after all, I utterly thank Bangladesh Brand Forum and all their auspices for such healthy opportunities as beautifully packed with further catalyzing challenges. March on!



RAFAYET SIKDER RAZOT

Head of Strategic Planning
Asiatic Mindshare Limited

It was an immense pleasure to be a part of the ceremony that celebrates the best works in the marketing industry. Can't thank the brand forum enough for taking the hassles time and time again. Being a part of such an elite jury panel is always very insightful. Wishing all the best to all the participants and the winners.



IFTEKHAR MALLICK

Head of Marketing
Bata Bangladesh

Over last 5-6 years, the production quality of our campaigns has considerably improved and anyone today (with a decent budget of course) can afford to produce a catchy campaign. That's indeed good news for us and the advertising stakeholders overall. If we can get the "impact mapping" added in the process, I think that will apparently benefit all of us in terms of transparency and strategic direction. If a campaign is not built on any causal relationship with the business performance, e.g.: revenue, brand equity, recall rate, etc., perhaps no Marketing mind would ever approve that as an effective campaign. That's something I am more interested to see with the submissions in the future so that the Jury encounter a tough analytical debate session to judge an idea and its execution. Congrats to the winners. I was fortunate to see some semi-polished stuff that finally didn't win any mention but were really great with their idea-potentials. I wish them all the best.



FARAH SHAHROOKH RAZA
Head of Marketing and Branding
BSRM

I express my gratitude to Brand Forum for inviting me as a Juror. For last couple of years we have been experiencing a change of advancement of thoughts, understanding, deliverables which has been possible due to digitalization. The digitalization gave us the opportunity to speak up and bring changes in lifestyle. We have always seen how women has been so composed and shy in talking about the obvious. We have also seen how men had reservations in addressing the problems and stand beside women even though they have felt that they ought to do it. Now we see changes in you in you in all. It is an era of ice breaking. Thank you for being a part of it and creating a voice.



RUBAIET AHAMED
Head of Marketing
City Group

A product itself is the best branding tool



MAHBUBUR RAHMAN
Head of Art & Group Creative Director
FCB Bitopi

As part of the jury, I had a great time at Brand Forum this year. I saw some truly amazing works! But I did notice one thing. Back then we used to make creative works with time and space for sensitive, thought-provoking art and copy. In today's digital era, they're generally front-loaded, with bold, powerful art and copy. Even client briefs have evolved with the times; but when it comes to recognition, sometimes we look at things in the old ways.

Personally, I feel that for the industry to develop, there's room for improvement on both sides. Writers and artists need to consider the sensitivity of their works, while we should keep modern needs in mind when we recognise those works. This will inspire and encourage everyone so they create even greater works in the future.



SHIKDAR AKHTAR-UZ-ZAMAN
Head of Media and Sponsorship
Marketing, Grameenphone Limited

The 10th Commward jury was a great experience for me. Due to the pandemic and change in consumer behavior the shift in communication was drastic. There were impact driven and thoughtful campaigns. The industry should focus more on the engagement.



SAIFUL AZAM CHOWDHURY
Executive Creative Director
Carrotcomm Limited

My realisation was, we are pushing hard but not moving forward accordingly. Are we chasing popularity, not caring much about creativity? Yes, ideas were new but very few were unique.



MAHZABIN FERDOUS
Executive Director
CONCITO PR

My sincere gratitude goes out to Bangladesh Brand Forum for inviting me as a jury member for Commward throughout the years as well as this one. It has been a blessing to get to see brands develop themselves from up close. Nonetheless, we are still a long way away from winning glories on an international level. However, I do feel hopeful that our brands are stepping up and improving rapidly every day.



SALAHUDDIN SHAHED
Chief Operating Officer
FCB Bitopi

This time around playing jury wasn't as pleasing an experience as before. It's not the most delightful realization that we, as an industry, aren't moving ahead, we are stalled at best. We think need to remember that beyond chasing goals of views, engagement, etc. We have an obligation to the brand and its long term success. Both clients and agencies need to shift their focus towards the big picture, it's both parties' responsibility. If a client wants sustainable brands, they need to make agencies both empowered and enabled with the right factors of success.



AZIM HOSSAIN
General Manager
Channel I

COVID-19 forced us to adopt a different lifestyle and communication approach. This year we have seen lots of amazing campaigns and ideas. Participating as a juror was a great experience to share and learn new things.



EMRAN KHAN
Vice President, Head of Business
Digital Integration
FCB Bitopi

While there were some great entries that I had the privilege to judge, but it's evident that as an industry we don't push ourselves for creative excellence and want to play safe in most cases. We need to come up with more "hard-hitting" campaign ideas, that's the only way we will progress as an industry.



SHARMIN RAHMAN
Head of Consumer Engagement
Deputy Director
Grameenphone Limited

Even though life took unknown turns in 2019-20, we still managed to produce valid and effective works. That's commendable. Then again, two things pulled us back like most years: "originality of ideas" and "shying away from celebrating our local nuances".



BITOP DAS GUPTA
AVP & Strategic Planning Lead
Grey Advertising Bangladesh Limited

A good campaign is not an accident. It's mostly the result of a good brief that has the objectives clearly articulated and how the campaign is expected to contribute to the business and brand. Unfortunately many of the entries I came across lacked that clarity, even though they have won awards. We should have a coordinated approach in spending our energy and resources to come up with more objective-driven solutions.



JAIYYANUL HUQ
Executive Creative Director
Grey Advertising Bangladesh Limited

If you think advertising is advertising – with your TVCs, your OVs and your print and digital ads – think again. We seem to have elevated ourselves in our own 'greatness' bubble while the advertising around the World has changed twice over. Local advertising award shows have always been the path to international awards. While we do see little snaps of good works here and there – it truly isn't enough. There is a lot more work to do for all of us in the industry – and we sincerely need to do it together to make Bangladesh stand out in the global creative arena! The beauty and brilliance of ideas being revered the world over is that – the more local you are, the more global you become!



SYEDA SHAMIMA BALY
Chief Operating Officer
Havas Group Bangladesh Limited

I had the opportunity to evaluate some stupendous work done by our own talents of Bangladesh. There are lot of fantastic works happening in our country and it is a pleasure and pride to see the industry growing with good talents and with their outstanding works. It was more fulfilling to see that the industry is not only focusing on business growth but also on collective benefits of the society aiming towards creating meaningful brands. I wish all the best to everyone working hard to create a difference and also to Brand Forum to giving the industry a platform to showcase them.



ZAKARIA HOSSAIN
General Manager
Marketing & Brand Communication
Kazi Food Industries Limited

The overall quality of work is improving but there are ideas that were let down by poor execution. Both clients and agencies need to work together to come up with cutting edge ideas with excellent execution that is relevant, thought provoking and result oriented. The efficacy of the campaigns need to be looked into properly. May the best works triumph.



K. M. MEHEDI HASAN ANSARI
Group Creative Director
Grey Advertising Bangladesh Limited

In the advent of a New Normal, we were forced to tackle unknown challenges head on. In some cases, we have succeeded but, in most cases, we were left scrambling for answers. The latter was reflected in this year's submissions. Only a handful of ideas broke the molds of conventional thinking, shining light on what could be the future of advertisement. As an industry we must include new forward-thinking talents to garner fresh ideas that speak to the common people. It can then be possible to re-install the power of communication as a solution provider in the hearts of the masses once again.



JANE ALAM ROMEL
Group Chief Marketing Officer
IDLC Finance Limited

Creativity is all about connecting things. A number of campaigns lacked depth, purpose and a sense of connection. In terms of a brand, I believe that more thought-provoking and visionary work should be done in order to have the greatest impact. Brands must therefore focus on quality over quantity.



RABETH KHAN
Chief Executive Officer
MACOMM (Official Affiliate of Dentsu in Bangladesh)

It was an honor for me to be a part of the Grand Jury panel this year and gratitude to Brand Forum for being relentless in its tireless contributions for development of marketing communication and advertising standards in Bangladesh. Judging the works of the period of 2019 to 2021, it was evident that the COVID pandemic has brought forward a change of style of advertising and the usage of digital mediums was bigger than ever before. Overall, it was good to see that Brand Forum and the Jury Panels continued the effort from the last few years to up the levels of stringency in evaluation of the submissions. The overall standard of work of our advertising industry as a whole needs to step up considerably and not stay satisfied with average work. And agencies need to understand, that it is not how many awards it wins but how good the work are, which counts the most.



MAHJABIN REZA CHOUDHURY
Producer
Half Stop Down Ltd.

We spend most of the time working day and night without even realizing how much good work happens around us. This was a great opportunity to just sit back and enjoy all of those great work from the past year and felt blessed to be part of this industry.



SHAHRIAR AMIN
Head of Activation
Japan Tobacco International

I have two questions in my mind this year:
1) We are not world-class in content practices, but are we progressing fast enough?
2) If our communications practices are not effective, what can be done about it?
The answer to the 1st question is Yes. I am happy to see progress in terms of integrating online and offline media & also how we started learning from best practices. My experience that's why was a very positive one.
The answer to the 2nd question is complex. My recommendation would be to marry creativity with strategy. Only when they come together magic happens.



KAUSHIK DE
Creative Director
Magnito Digital

It's an old cliché- When the going gets tough, the tough gets going. The recent pandemic just proved how true these old clichés are. The best part of this whole thing was that those tough of mind actually took the challenge and overcame it. The pandemic was, therefore, good because it forced us to think otherwise and that reflects so much on this year's entries. A lot better than the previous years of complacency. It was refreshing to judge the entries of this year. I, myself, had a great time.



RAHAT SOHAIL ANANNA
Director
MBA Bangladesh

It was a great honor to be part of the jury, especially for the Campaign for Women category. These submissions showcased how the industry is helping overcome the barriers and making a better future for women. Many thanks to Brand Forum for creating this platform, where the industry can share innovative works and persuade others to come forward. Hope we will see more outstanding works in the coming days.



VICKY KHAWAR AHMED
Chief Executive Officer
Magnito Digital

This year I've seen the industry to continue to push boundaries despite the circumstances. It makes it even harder to judge when you see such great work being rolled out. I believe the situation we're in allowed Bangladesh Brand Forum to make proper use of technology to host a seamless judging session and I was extremely impressed by how everything was carried out so smoothly.



ISHRAQ DHALY
Director, Accounts & Servicing
Magnito Digital

Being a part of the Commward grand jury panel has enlightened me, excited me, and made me hopeful. The participation as well as the combined experience of all the jury members was a delight to experience. We have come a long way and the quality of submissions have improved measurably. The brands have come out with many innovations and new ways to communicate that have set higher standards. We need to drive deeper into insight-based creativity going forward. My appreciation and gratitude goes out to BBF for going the extra mile each time!



MD. RAKIBUL HASAN
Director, Media
Mediacom Limited

I thank BBF for reinstating media categories in Commward 2021. Media has always been played a vital role in marketing communications. With the availability of big data, advancement of technology, and change in consumer behavior, the importance of media in the advertising ecosystem is now more than ever. I am happy to see some of the great works of the industry during judging. However, I felt the way the media cases were presented could be much improved and relevant to the category. I congratulate all the winners, and also appreciate the works that could not make it to the list.



SIMON ISLAM SHAWON
Director, Client Relation
Mediacom Limited

I'm very pleased to see lots of new comers submitting their works. It shows great potential and also shows how these young minds are stepping forward to create great work. Just a simple suggestion, don't try to solve multiple problems in one campaign. Keep it sharp and focused. Brands will always have multiple problems, we need to address those one at a time.



TAUFIQUE MAHMUD
Executive Creative Director
Mediacom Limited

Mediocrity – the biggest problem we are currently facing in advertising & communication, which we must "fear" the most. Mediocre works most of the time keep "everyone" happy, and that's why we often fail to question ourselves, "Have I really done something good or great"? I will not resist myself from saying, "Yes, my fear came true on that grand jury table". We must ask ourselves, "Have I wrote a mediocre brief? Have I just thought of a mediocre copy/design? Have we just presented & gotten a mediocre campaign/idea approved?....." Are we asking ourselves that now a days?



MOHAMMAD ALI SAGAR
Creative Director
Mediacom Ltd.

Number of submissions this year are greater in quantity, which did surprise me a lot. Considering the crises we are going through. But to be honest, those works did not seem to be great! An integrated campaign can never be measured with the numbers of social media engagement. A good copywriting is not just about producing emotion-driven trendy social issue based content. Maybe we are losing our creative depth. Maybe we are disturbed by everything. Whatever the reason is, I still see the light. There are signs; soon we'll see outstanding, original creative works.



SAYEDA UMME SALMA
Chief Strategy Officer
Melonades

Truly enjoyed seeing so many brilliant campaigns this year... It made me happy to see both the agency and clients are taking part in this award submission side by side. However was a bit disappointed seeing some of the cases as I felt the agencies did not care preparing the cases as much as they worked for the campaign. My two cents to the agencies would be, please treat the case as a Pitch presentation to a client, as you are competing for a very prestigious award of the country. Make the judges fall in love with your case and see the results! Best of luck to all for the coming year! Cheers!



SHEIKH AMINUR RAHMAN
Chief Marketing Officer
Nagad

It was never been easy to judge such submissions in one go. There were approx. 85+ submissions in three categories which we had to evaluate very carefully. The contents were highly competitive. The process of identifying the potential was very neat, logical and also the review and voting process was very transparent. Engaging experts from different industries was a help to evaluate these from different angle. I thoroughly enjoyed as one of the Juror.



RAHBER KHAN
Managing Director
Papyrus Communications Limited

Though, having had the honour of judging agency submissions at COMMWARD before, this year was a new experience because of the virtual nature of the judgement process that was laudably managed by Bangladesh Brand Forum. As the present pandemic has transformed the way we are used to looking at things, it was delightful to yet, remain connected with the industry and be part of the concepts, ideations, strategies and creative expressions of agencies and companies even during such turbulent times. It was heartening to note, new agencies surfacing and winning through meaningful ideas and socially relevant communications with great aplomb."



INDRANEEL CHATTOPADHYAY
Head of Brand and Creative Communications
Nagad

Truth be told, I was a bit excited about what would come at the beginning. But now, as a judge who is informed about the full mechanism. That is what makes me immensely proud of the Commward's impartial judging procedure. We - the marketing community - must also join the bandwagon of greater progress; of our own country, which has been showing the world her tremendous potential. My realizations can be broadly broken down into two aspects. Firstly, young experts are getting sharper and smarter, and I have personally learned a lot from them. Secondly, to be more relevant, the new marketing enthusiasts must carry out in-depth anthropological understanding and knowledge of our country.



AKM MOINUL ISLAM MOIN
Executive Director (Culinary Business)
PRAN Agro Ltd. (PAL)

I was delighted to be on the judging panel with the great advertising minds. I'm having judged these awards for couple of years. There were significant number of nominations but the quality and standard of this year's submissions were a bit less exciting and striking. Very few communications were demonstrated in innovative ways in which businesses were engaging their audience and developing their brands were impressive.



NURUL AFSAR
Head of Corporate Brand
PRAN-RFL Group

First of all, I appreciate Bangladesh Brand forum team for taking such a nice initiative in the form of 10th COMMWARD-2021, which is being arranged in a difficult time of COVID-19. This is the first time I am participating as a member of the judge panel and I feel that the overall procedure has been quite fulfilling.

The process of selection and voting procedure, coupled with the argument and analysis of judge panel members is very neutral. There is no chance of any bias or influence in the decision of any submission. It's very tough to select the most suitable one among more than 1100 submissions which must have been an enormous challenge. I hope Bangladesh Brand Forum will continue this initiative in the future also, and help us to explore and recognize best work of Bangladesh brand industry.



S M ARAFATUR RAHMAN
Head of Marketing - MARCOM
RAK Ceramics

Commward is a platform where we get to see all the best works in the advertising media of Bangladesh for the past year. The thrilling experience of evaluating all the variety of works and as well impact of the campaign and discussion with all the best minds of the industry makes it very enjoyable to experience and learn something new.

I wish all the best to brand forum for such wonderful initiative and would like to suggest that it would be more insightful if we open up and invite other countries' campaign as well in the competition.



NUSRAT JAHAN
Marketing Director
Reckitt Benckiser Bangladesh Limited

I am glad to observe the evolve in communication pattern in last few years, specially it's interesting to see how non-conventional industries are coming up with creative ideas to connect with their consumers. It is absolutely important to be in the platforms where your consumers are now a days and come up with relevant contents rather than just promoting the products. We are gradually realizing that and it is evident from the submissions that I have come across while judging this year.



SHAMIM UZ ZAMAN
Head of Brands & Marketing Communication
Robi Awata Limited

Joining the BBF COMMWARD jury session has been an enlightening experience. It gave a real pulse of the advertising & brand building scenario of the country. Few works were absolutely fabulous, and I wished I were part of them. At the same time, lots of works were mediocre or even below mediocre and made me wonder how they even arrived at jury table. Ideas based on consumer insight, planned around brand tasks and magic of creativity is badly needed. Both the clients and agencies must collaborate on this.



KHANDAKER SHAMIM RAHMAN
General Manager, Marketing
SMC Enterprise Ltd.

I have been privileged to be a part of this year's COMMWARD. With more traditional work, we saw some exciting and catchy ones as well which were executed with confidence, although the quality of concept and execution has a lot of room for improvement. As we all look for new ways to reach audiences it is refreshing to see a lot of innovative use of technology. There are very few winners of Grand Prix this year. As a jury, we expect to see more contenders and winners for Grand Prix next year.



TOUFIQUL ALAM TAMAL
Chief Executive Officer
Speech Bubble Communications Ltd.

It was an immense pleasure for me to be a Grand Jury at COMMWARD 2021. I had a great experience to watch so many fantastic campaigns in a nutshell. There were so many amazing insights which I didn't know if I were not at the Jury panel. Great team efforts amongst all the stakeholders were commendable. Looking forward to see more exciting works.



DR. JESMIN ZAMAN
Head of Marketing
Square Toiletries Limited

The COMMWARD is one of the initiatives of Bangladesh Brand Forum that we look forward to every year. It is actually the recognition or result card of yearlong effort done by Agency and Marketing Team. While judging the submissions of this year, I came across quite a few communications which impressed me with their storytelling, execution and creativity - however, business outcome is the most important factor. BBF had a set of well defined metrics to evaluate the communications and it was an honor to be a part of it. Beyond business achievement, COMMWARD is a recognition of the creative side of our work, which I personally enjoy the most being a Marketing professional.



TANVIR HOSSAIN
Group Creative Director
Sun Communications Limited

I was not challenged, was not in any dilemma while judging the submissions. I guess I have seen better creative contents on individual Facebook status from the same agency people. It's just a matter of priority. My only suggestion is not to give up till you are happy with your own work.



ASHRAF KAISER
Managing Director & CEO
TBWA\Benchmark

A good campaign is not an accident. It's mostly the result of a good brief that has the objectives clearly articulated and how the campaign is expected to contribute to the business and brand. Unfortunately many of the entries I came across lacked that clarity, even though they have won awards. We should have a coordinated approach in spending our energy and resources to come up with more objective-driven solutions.



SHUVASHISH ROY
Head of Business
The Daily Star

Experienced entries that unleashed creativity and unlocked the spirit of positivity. Campaigns are now creating social impact, blending it with brand ethos. Brand communication is like a kaleidoscope defining who we are, so it is essential to make it objective-driven, one area where the entries can focus more in future.



SHARFUDDIN BHUIYAN SHAMOL
Head of Marketing
Transcom Beverages Limited

It's a very exciting time of the year as we prepare to reward the best marketing campaigns of the country here at Commward. The whole process was a real pleasure and I was amazed at the exceptionally high standard of entries. The entries demonstrated real commitment to the brand values which lead to impeccable business achievements through effective and creative marketing communication. The impressive entries made the judging process a real challenge but an utmost enjoyable experience. It's been fantastic collaborating with jurors from diverse backgrounds across a range of industries. Brilliant initiative by Bangladesh Brand Forum, as always.



FARHA NAZ ZAMAN
Head - Media & Digital (MAD)
Unilever Bangladesh Limited

What always excites me about being a part of the jury panel is the learning opportunity from the myriad of cases. It was no different this time as well. I was fortunate to be a part of the jury panel for two categories that had the most inspiring stories. It was very promising to see how marketers are coming forward with path-breaking stories, willing to challenge social stigma and breaking communication stereotypes while still landing the brand message and connecting to a sharper purpose. It has been evident that we have evolved in thinking beyond the usual communications channels and utilizing the power of cross-channel communication to make sure the right message is reaching to the right audience at the right time. In the day end, it is about telling a story that connects the brand with its end consumers; in doing so, the more we can rise above the cliches, the more striking communication will be. However, we should not forget that the end objective is always brand growth and that should be an integral part of the story.



ANGSHUMAN CHATTERJEE
Executive Creative Director
Unitrend Limited

This has been the third consecutive year that I have been humbled to be part of the Grand Jury for Commward, for which I extend my unequivocal adulations for Brand Forum! This year there has been a record number of entries and after the initial short-listing there still was a huge number of entries to judge. The experience was quite enjoyable albeit virtually. The submissions were largely sub-par, that might also be irked by the disturbances of the pandemic and its entailing stress; which is quite understandable. Thanks again Brand Forum!



FIROJ ALAM
Chief Marketing Officer
Walton

In just a few short years, Commward has become a world-class competition. This is a platform that drives creative communication and inspires innovation in storytelling. To be honest, I was pretty excited after being invited as a grand jury of such a big event. It is a matter of joy and pride that thousands of content and campaign have been submitted despite the long halt in production of TVC/OVC/Campaign due to the Covid-19 pandemic. This is how marketing content creation in Bangladesh is getting richer. Thanks to Brand Forum for developing the Bangladeshi branding sector. This is excellent inspiration for the industry. I am pretty sure that Commward will keep driving the Bangladeshi branding sector in the global creative arena.



ANIS HANNAN CHOWDHURY
Co-founder & Managing Director
WebAble Digital

Considering the pandemic, I was glad to see some of the impact-driven campaigns done by the industry. Particularly campaigns that worked on changing people's behavior, shared a proper message while engaging audiences through newer mediums and channels. Although I was expecting to see more creative campaigns, I unfortunately came across very few of them. Nonetheless, I am glad to see how BBF is improving the process of helping us agencies share a complete narrative of our campaigns from the start to the end. Fingers crossed for some more great work next year!



DRABIR ALAM
Chief Operating Officer & Director
X

There are always scopes for improvement and Commward is no exception. However, every year, it keeps getting better than the year before. And this is why it has been a pleasure to be a part of this journey. This year has been better than last year and the next year will be even better. The journey towards excellence will continue. I wish all the very best to Brand Forum for another successful year of Commward.

HASAN FARUQUE
Director
Wavemaker Bangladesh

Grueling, ruthless! I have seen that our many of our hard work, perilous journeys, sleepless nights fell flat... maybe we have been not rebelling or fearless enough. I personally felt that advertising and media is doing a traditional job; too predictive. In most of the cases we may not have proved our strength to be rebel, to be bolder (which I believe is one of the core characteristics of ourselves)! We'll certainly fail numerous times, yet the effort must be visible, but that somehow, I felt missing. I am very much sure Covid 19 is one of the major reasons that impacted us like all other. But of course, there are few works that kept me alive and believing in!



RAQUIB CHOWDHURY
Group Creative Director
X

Every year, Commward gives us a great platform to pause for a second, and to look back at our progress over the past year. It's a good time for the industry as a whole to be a little introspective, and to chart the path ahead. This year, it was good to see so many brands doing purpose-led campaigns, sticking to their core philosophy while trying to create a larger social impact during a particularly difficult time for everyone. I hope advertising always goes beyond just driving profitability, and plays a larger role in shaping society, being a force for good.



RASEEL MAHMUD
Group Creative Director
X

I really appreciate the way we have been dealing with our communications for more than one & half years as an industry. The submissions reflect our efforts & portray that we are not here to give up. We should carry forward the spirit and rethink about an effective structure. We can take this struggling period positively, connect more and reshape ourselves to serve the brands for a greater purpose.



MASUDUL AMIN RINTU
Chief Integration Officer
X

The covid time has been an unique time which has pushed the brands and the agencies to act differently. The limitations have created new opportunities for the brands which has been reflected in the campaigns of the last two years. We have observed lots of good campaigns but what was missing was the greatness. As an industry it's time for us to take a leap and aspire more. It's been an interesting learning experience on a personal level and I am honored to be a part of the journey.

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KEYNOTE SPEAKERS



DAGMARA SZULCE
Managing Director
IAA Global



MARIE CLAIRE MAALOUF
Executive Creative Director
Impact BBDO, United Arab Emirates



KINGA INCZE
Founder
Whitereport & Mediaspace.global

Art Direction

Akash DTH - Bijoyer Akashe Agamir Bangladesh

Agency: Sun Communications Limited



BRONZE



BACKGROUND: On the 49th Victory Day of Bangladesh, Akash DTH saw an opportunity to connect with the emotion of the masses and make the brand relevant to the nation's celebration.

OBJECTIVES: The objective was to connect with the target group of audience and make the brand relevant to the occasion.

CORE IDEA: The idea was to celebrate the incredible achievements that are leading Akash DTH towards the brightest future.

EXECUTION: Akash DTH executed the idea through a graphics-based audio-visual production. They believed that 'Sky is the limit'. So, they showcased some of their greatest achievements in the clouds. They also recomposed the instrumental version of the song 'Shara Bisshe Bishhoy Tumi Amar Ohonkar' for this content.

RESULT: The brand reached 2.5M people and got 1.5M Video Views and 14K+ Social Media Engagement.

Art Direction

Narir Proti Bhalo Vasha

Agency: Adcomm Limited



BRONZE



BACKGROUND: Atom gum occupies a remarkable market share in the urban, semi-urban, and rural areas. It is a youth-centric brand with a tagline that strategically equips it with an outspoken voice. On International Women's Day, a Facebook campaign was designed against the verbal abuse women face every day to reach the intended target group.

OBJECTIVES: Connecting to the targeted group of consumers while creating brand resonance: Generating talkability about the issue. Provoking thought about the issue. Holding a mirror to society about the extent and impact of verbal abuse towards women.

CORE IDEA: The core idea was to show the world how people dehumanize and objectify women. Since Atom's tagline is "Atom Khaw, Mukh Chalaw, Awaz Baraw", the campaign showed the audience both the damage words can cause and the strength they possess. The strategy for the "Narir Proti Bhalo Vasha" campaign was to share real stories of different women from 4 separate social classes, professions, and ages. It also showed the audience how women feel and urged them to change. This resulted in people campaigning for stopping the use of offensive language against women in the comments section and a huge social media uproar.

EXECUTION: The target was to connect with the generation who spends most of their time on Facebook. They created an OVC portraying the verbal harassment faced by 4 different

women and a series of posts in an off-beat fashion explaining why we shouldn't use certain words towards women. Atom's tone of voice is outspoken and advocative. The story portrayed in the video urged the viewer to speak up and advocate for the social disease that is objectification, mental and verbal abuse of women. The participants in the advertisement went off-script and broke down crying, which started as a challenge but ultimately added to the honesty and allure of the content, campaign, and product. This strong sense of morality and righteousness tied in with Atom's awaj barao attempt and boosted with the emotional appeal of the content.

RESULT: The OVC was viewed more than 6.5 million times on Facebook along with a reach of 9.6 million, over 11,000 comments, and over 22,000 shares- which is tremendous for any campaign in this timeline. The campaign reached approximately 15 million people on Facebook via Atom Gum's page and other individual shares as well as shares in different groups. People used the campaign hashtag #নারীর প্রতি ভালোবাসা on women's day wish posts and different personal posts on Facebook. The OVC generated massive talkability among the TG. Different renowned pages that appreciate outstanding campaigns shared the OVC and appreciated it. The campaign secured a spot in Markedium's Top 7 Women's day campaigns in 2020 and Bangladesh Brand Forum's article "Brands for Change" which they published for women's day campaigns from around the world.

Art Direction
Hongbao Tableware Series
Agency: COdesign



SILVER



BACKGROUND: COdesign took a strategic approach to carry out the brand communication content for Hongbao that shapes engagement, consistency while generating talkability. Special days are great ways to reach out to customers along with an added personal touch that improves awareness and speeds up the image creation process for a brand.

OBJECTIVES: A signature content campaign to create shared values with the target audience and build customer loyalty along with brand recognition by attracting their interest with artistic design executions.

CORE IDEA: Upholding cultural and brand values through raising awareness on social issues and generating talkability throughout the year on relevant topics with the power of art direction.

EXECUTION: Throughout the months, they proactively planned a monthly content calendar of agendas synced with landmark events. Then the creative team brought multiple concepts and sketches to the table after a rigorous research process for each special day. Afterwards, one of the ideas got strategically selected based on the style, creation process, and the possible outcome. Art direction played a major role in the design process to create visually appealing contents that are also easy to comprehend.

RESULT: Over 306,000 Impressions. 6,581 Reactions, Shares, and Comments. 20% month overgrowth in revenue from December 2020 to March 2021.

Art Direction

Senora Intl. Women's Day 2020

Agency: Mediacom Limited



SILVER



BACKGROUND: The theme for International Women's day 2020 was #EachforEqual which states that each of us can help create a gender-equal world. Senora, being a women-only brand, came forward to spread the message of equality once again. While gender-related inequality is found everywhere it is particularly prominent in issues like menstruation or period. Period more often than not, brings severe mental and physical pain for women who experience it. Since period itself is a gender-biased phenomenon as per nature, men just find one more excuse to not be a part of it. Men's usual ignorance about periods stem from their lack of awareness. As a result, their attitude towards women going through periods is often insensitive, offensive and an obstacle to achieving gender equality.

OBJECTIVES: To speak out loud about the discrimination that is faced by women every time they are going through those days of the month.

CORE IDEA: The idea was to make men aware that their ignorance or insensitive attitude can make it harder for a woman to cope during their period and series of posts were made by the brand accordingly.

EXECUTION: The visuals were created using typography where the men's words were typographed into a weapon that hurts a woman's feelings. These posts were made to remind men that period hurts but ignorance hurts more.

RESULT: Amongst all the brands that raised voices on this year's International Women's Day, Senora was one of the most heard after. Total Reach – 2.5 Million+, Total Engagement – 200k+, Total Interaction – 100k+.

Best Campaign by New Agency
Sound of Independence
Agency: ADA



GOLD



BACKGROUND: It's been 50 years, the ways of expressing independence for everyone have changed. Everyone has their ways of saying what gives them the feeling of freedom. Each expression has its value that defines who the person is and what makes him/her feel independent. Each of which reflect their own distinct sound and essence.

OBJECTIVES: With the help of technology, Robi, with the brand promise of “লাইফ-এ নতুন এক্সপেরিয়েন্স” aimed at presenting a new and fresh take on the concept of Independence. Independence is expressed through the sound of our everyday life. The sound that inspires us, makes us feel independent. So, they have come up with an approach that will give the participants to showcase what identifies their expressions of independence through a sound, and sharing their sound of independence will put together a new experience of esteeming independence.

CORE IDEA: 26th of March has profound significance in people's hearts and the brand Robi wished to offer a new experience where people from around the country can participate in expressing their ways of independence. With the help of a digital platform, Robi aimed to present the best ones among all sounds of independence they could crowdsource to give a tribute to 50 years of independence. Thus, introducing আমার স্বাধীনতার আওয়াজ.

EXECUTION: For this campaign, they initially started with

posting engagement content that had a glimpse of the core idea to create interest among audiences, later a thematic OVC was launched with a CTA to provide a hint of how all the different beautiful sounds of independence would be presented. Additionally, to create mass awareness there was a TVC version, PR Articles on several Portals, and multiple thumb-stoppers from renowned personalities. Then they shared another How-To Video to let people know the processes to participate in the campaign. Among the huge number of overwhelming submissions that they crowdsourced; they featured few best contents to drive more submissions and to finally compile them all in the first-ever media library called Library of Sound Independence.

RESULT: This campaign enabled people from around the country and they received some effective results from the contents of these campaigns which are mentioned below: The number of Core Thematic reach was 3,407,816. Among these numbers, the organic reach was 125,349 which was more than 3.5% of the total reach. The theme received 2,817,273 views, 41,262 number of times and more than 50% of the video was watched. Post Engagement on Facebook of the Thematic was 4,117,550. Post Engagement on Google of the Thematic was 4,117,550. Post Engagement of the Teaser & Influencer videos was 70,791. Total Views On YouTube – 4,190,710. Post Engagement on Featured/Submitted Videos on Facebook - 27,363,357. More than 350 sounds of independence have been received from the audience.

Best Campaign by New Agency
Saturday Night Surprise
Agency: Mpower



GOLD



BACKGROUND: Evaly aimed at testing the limit of hype marketing and video conferencing by bringing Tahsan & Mithila together for a live online event. The event was hosted to raise awareness against cyberbullying and spread positivity. And in the efforts of crafting that unique show, Evaly Eid Live – Saturday Night Surprise was born with the help of MPower. They needed a surprise to create massive buzz plus an instrument for positivity, all the while making it a fun event to watch. The separation of the celebrity couple Tahsan & Mithila was a trending & controversial topic in the country and they thought of turning it into a positive spin as a surprise. MPower came up with the idea of including a fun game twist!

OBJECTIVES: They wanted to raise some social media hype for the show.

CORE IDEA: They asked the participants - Tahsan and Mithila - to put up consecutive status posts where they both wrote

about some upcoming surprises. This created a massive buzz and when the people's curiosity reached its peak, Evaly stepped in and posted something online that helped people connect the dots. Later, they revealed the news of Tahsan & Mithila's surprise appearance on the 2nd night of Eid!

EXECUTION: Communicated as a surprise, the plan was to give away amazing gifts to the people who put positive comments under the posts, as a way to reward an effort to spread positivity. They sent all the necessary instruments to the houses of our host and guests, including cameras, backgrounds, and all the supporting materials. Went live from Facebook and managed to do the entire show live with massive co-operations from everyone who was involved in this production.

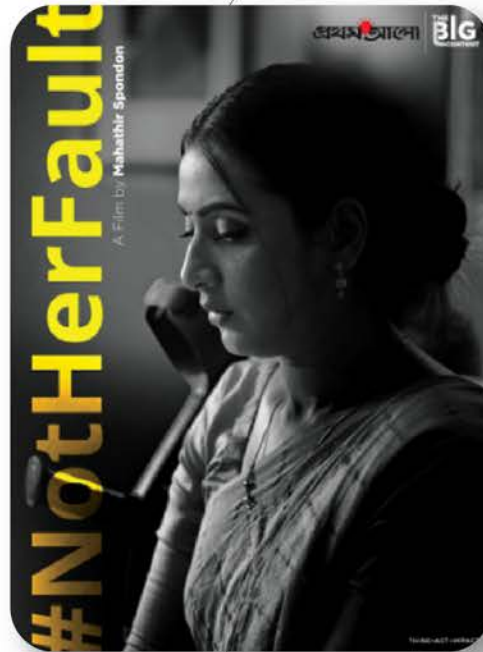
RESULT: The live show had a combined view count of 2.5 million and had 124k comments.

Best Campaign by New Agency
**Prothom Alo - NotHerFault- International
Women's Day Film**

Agency: The Big Content Ltd.



SILVER



BACKGROUND: Many organizations and corporations celebrate International Women's Day by posting content that honors women's contributions or just wishes them well. Prothom Alo and The Big Content Ltd took a different approach, aiming to create content that would breach social taboos and shift society's mindset. According to their findings, rape victims are perceived as a burden in our society. They are moreover the primary sufferers of victim-blaming. Through their content, they wanted to remove the victim-blaming culture.

OBJECTIVES: Bring a positive impact on the lives of women. Change the problematic mindset of society. Break the social taboo surrounding rape victims.

CORE IDEA: They wanted to challenge the victim-blaming mindset by treating rape just like any other accident. No victim can be held accountable for the accident that happens to them.

EXECUTION: In the film, a boy and his family come to see a girl for marriage, and later discover that she is a rape victim.

The girl doesn't try to hide the fact, instead she is very open and upfront about it. Though the boy's family is taken back by this fact, the boy, being the representative of the new generation, steps up and sides with her. As we see in the film, rape victims are constantly bombarded with unpleasant questions and remarks from society. As the name suggests, the event of rape is not her (victim's) fault. Through this film, they expressed their solidarity with rape victims by condemning the victim-blaming mentality. For this campaign, they partnered up with Prothom Alo. Furthermore, Bidya Sinha Mim was so moved by the story and its depth, she acted on the film from a sense of social responsibility without demanding any charge.

RESULT: #NotHerFault has received tremendous audience response with close to 4 million views and 15,000 shares on Facebook and YouTube combined. Articles were published in local newspapers praising the work. The actress Bidya Sinha Saha Mim and the director Mahathir Spondon were interviewed by renowned newspapers. Altogether, the film was successful in achieving its intended results.

Best Campaign by New Agency
Sprint Re-Launch
Agency: Lie to Eye



BRONZE



BACKGROUND: Before January 2020, there was no activewear brand in Bangladesh. For the relaunch of SPRINT, something extraordinary had to be done to become a benchmark in Bangladesh. They executed a 360 degree integrated campaign targeting the Gen Z and Young Gen Y of Bangladesh which would reposition the brand in people's minds.

OBJECTIVES: Gaining maximum mindshare on the repositioned brand. Establishing Sprint as a full-range activewear brand. Maximizing brand awareness. Increasing footfall and sales at the store.

CORE IDEA: They crafted an integrated digital campaign under the brand tagline - Ignite Your Spark in 2 core phases. For the teaser, a finger sign was created as a brand element to portray the new logo. 100 top Instagram influencers posted the sprint finger sign photo on their feed at the same time to create a roadblock of contents on Instagram. For the launch, they created AVs and KVs focusing on stories of igniting the inner spark. They selected 5 national heroes who shared their stories of sparks via KVs as well as portrayed stories of 5 Gen-Z youth who ignited their spark to compete with the heroes.

EXECUTION: The campaign took over the digital landscape via major digital media (Facebook, YouTube, Instagram, Google, Local publishers), billboards, print, and stores. SPRINT's logo was embossed on different backgrounds

combining elements of nature as a teaser. 100+ influencers posted the same finger sign featuring the logo. Hashtag #IgniteYourSpark became Trending on Instagram and the explore feed transformed into a uniform tile of SPRINT finger signs. They received requests from 200+ additional influencers to join the campaign. Creating a unique 9 tile Grid of the Sprint logo with 9 compositions. They created 5 world-class KVs to launch the brand featuring 5 national stars of Bangladesh including the brand ambassador of SPRINT Jamal Bhuyan and captured the story of igniting their spark against all odds. They crafted a 90-second action-packed short film that captured the high-intensity moments with phenomenal cinematography techniques that have never been done before in Bangladesh.

RESULT: During the teaser phase, hashtag #IgniteYourSpark became trending on Instagram and the explore feed transformed into an array of tiles with the SPRINT finger sign photos. They received a total reach of 2.5 Million across platforms, 256,000 Total Engagement, 20,000+ Social follower gain. During the Launch Phase, across all platforms, the campaign received 45+ Million impressions, 30+ Million Total Reach, with 5 Million+ Video Views and 2 Million+ Digital engagement. The total traffic on the website was 800k with a 2x increase in-store footfall and a 1.5x increase in sales compared to the previous quarter. Leading with re-launch, SPRINT earned a revenue of over 100 Crore in 2020, which is the highest for the private label so far.



ছুটির দিনের
সেরা স্বাদ



Carbonated beverage, Coca-Cola and Dynamic Ribbon Device
are registered trademarks of The Coca-Cola Company.

Best Campaign by New Agency
Bruno Moretti Launch Campaign
Agency: Madmen Digital



BRONZE



BACKGROUND: Bruno Moretti is most likely Bangladesh's first brand of innerwear and sportswear. And it was the time for the nation to meet this brand for the very first time.

OBJECTIVES: The objective was to launch the brand Bruno Moretti with a very limited budget but with the polish and glamour quotient that can rival any international brand of innerwear, showcasing Bangladeshi models in innerwear probably for the first time too.

CORE IDEA: The core idea was to create a buzz amongst the target audience with something they have never seen being done in Bangladesh, local male models in underwear showcasing the designs while delivering the message of style and comfort.

EXECUTION: Due to the extremely limited budget for the

production during a pandemic, Adcomm needed to design a campaign low on cost but high on impact. Despite a limited budget, all visuals (video and stills), packaging, marketing, the language- needed to be posh, classy, and in no way obscene, while showcasing male models in underwear. Bruno Moretti wanted to look and feel good enough to rival any international brand of underwear advertisements.

RESULT: The ad and the product have been applauded by the market. Since its launch in April 2021, the ad has garnered 557,800 views, reached 1.3 million people, 2300 engagements with a view count of a total of 132.2k minutes. With a budget of 275k BDT (Production Budget 200k, Media Budget 75k), Bruno Moretti surpassed its KPI with 1.5 million BDT in sales. Also, the brand did not get any lawsuit for obscenity, and that's quite a success in itself.

Best Campaign by New Agency
Fresh Tissue Breast Cancer Awareness Campaign
Agency: The Big Content Ltd.



BRONZE



BACKGROUND: Fresh Tissue wanted to create an out-of-the-box campaign which will do some real betterments to the society since their Brand Promise is “Wiping Out Negativities” or “মুছে যাক গ্লানি”, and also at the same time, this campaign will have to create a huge Top-of-Mind Awareness for the brand.

OBJECTIVES: Wipe out real social fatigue. In this case, educate the general people about Breast Cancer and help them reduce the death toll. Create huge Top-of-Mind Awareness for the brand. Engage the audience with the brand. Increase sales.

CORE IDEA: Breast Cancer's huge death toll in this country is the lack of common awareness. Since it's almost taboo to talk about breast health in our culture, they wanted to break this stigma and raise a massive educational conversation on Breast Cancer Awareness.

EXECUTION: They started the campaign with a commercial where a son asks his mother if she had medical check-ups for Breast Cancer. This story was targeted to break the stigma of talking about breast health. This commercial ended with a call-to-action for registering for a free breast cancer check-up organized by Fresh Tissue. To inspire our women for regular medical check-ups, they organized a medical camp including

20+ hospitals for free check-ups at 8 divisional cities. They were able to provide free breast cancer primary check-ups to over a thousand women. They also launched a website (www.muchhejaakglani.com) in Bangla which has all the life-saving information on Breast Cancer in one place. Then they launched a special tissue box in the market on this occasion where they announced to make a donation for every box sold.

RESULT: This campaign's result was a massive success. Through this campaign, they made people more aware than before about the deadly impact (19 deaths per day) and its possible preventions (regular medical check-ups) for Breast Cancer. Many young family members brought their female family members to the medical check-ups. They were able to raise awareness and break the stigma of talking about Breast Cancer and breast health as well. Finally, people learned the necessity of regular medical check-ups for Breast Cancer to stay safe. And from the brand's perspective, people now can connect with Fresh Tissue by wiping out negativities more than ever. This campaign successfully created a socially concerned brand image for Fresh Tissue which was the main brief. Also, since the campaign started running in February 2020, their average sales went higher from the very next month in March 2020.

Best Campaign by New Agency
UNDP Prithibi Shobar Hok Film
Agency: The Big Content Ltd.



BRONZE



BACKGROUND: Ramadan is an auspicious month for Muslims all over the world. During this month, people sometimes get to see a few extremist cases where restaurants are vandalized, and eating in public places is also judged and discouraged. All these events create hesitation for other religious groups who are not obligated to fast. That's when they thought of a way to address this social issue while also portraying communal harmony.

OBJECTIVES: Promote diversity for peace. Increase tolerance towards diversity. Create community cohesiveness and mutual respect among different religious groups. Make others feel equally included.

CORE IDEA: The idea of Prithibi Shobar Hok was to show how non-Muslim colleagues are hesitant to drink water let alone their regular meals in front of their fasting colleagues. So, they tried to break the stereotype by making Muslim colleagues bring lunch for their Hindu colleagues. He assures his Hindu colleague that it is absolutely okay to have lunch in front of a fasting Muslim, and doing so would not harm his fast.

EXECUTION: This film takes place in a government office where the audience will get to see two co-workers with different religious beliefs who are cordial to each other, and enjoy having lunch together. Since the holy month of Ramadan is approaching, the Muslim co-worker will no longer have lunch. There is this misconception that implies eating in front of Muslims can weaken their fast. Knowing this, the non-Muslim colleague feels hesitant to have his lunch inside the office. To break such stereotypes, they have posted this film on both official pages of UNDP and The Big Content Ltd. They were able to convey our intended message to the audience through social media with the tag "Prithibi Shobar Hok".

RESULT: UNDP Prithibi Shobar Hok received widespread acclaim, and generated pleasant organic responses and buzz from the audience. It has more than 3 million views and 30,000 shares combined on social media platforms by the hashtag #পৃথিবীসবারহোক.

Best Covid-19 Response Campaign Lifebuoy Shurokkhito Haate Shurokkhito Desh

Agency: Adcomm Limited, Analyzen and Mindshare



SILVER



BACKGROUND: According to WHO the primary measure against coronavirus is to wash hands. Lifebuoy is one of a kind brand that made people aware about the importance of hand washing from the very beginning. As a responsible brand, they are the first ones to start a campaign with a PSA message in Bangladesh.

OBJECTIVES: Lifebuoy is a brand that talks about washing hands since its birth. As handwashing is one of the key steps to take against coronavirus, Lifebuoy took a step to being the first brand that makes people aware about the importance of handwashing, and the also the proper steps of handwashing.

CORE IDEA: With the slogan 'Shurokkhito Haate Shurokkhito Desh' Lifebuoy was the first brand in Bangladesh to spread awareness against coronavirus, starting from as early as January with a covid response and social campaign.

EXECUTION: The campaign was kickstarted with the proposition that it was not an advertisement rather a public service announcement. It was also the only one with the unique approach of communicating on behalf of their major competitors. The first news of coronavirus on all major dailies

were accompanied by a Lifebuoy PSA, the brand aired a mass awareness spreading TVC. Digitally they circulated effective content like influencer marketing on YouTube, content portals and messaging services. With #dothelifebuoy, 6 key television channels featured a product window where the host of the daily news taught viewers how to effectively wash your hands to protect yourself from the virus. Making the best use of digital media, the campaign was spread via YouTube, e-newspapers, streaming sites and gaming apps. And as the restrictions relaxed slowly Lifebuoy distributed 1363,000 sachets and conducted on-ground drives to help underprivileged communities.

RESULT: The brand value share increased by 10% during the first two quarters. It is taking flight yet again at a 5% rise than the time it had first started. Their digital reach spread its safe hands to 36.17 million, 18.7 million views on YouTube. Landed 13.6 million impressions. Served on top 50 gaming apps with 75.32% completion rate. Caught 165M+ impressions from in-article ads in Prothom Alo and BDNEWS24. Sales grew by 51%. Lifebuoy achieved 141% of the targeted sales in Q2'20 during the peak pandemic period (Q1'20 vs Q2'20).

Best Covid-19 Response Campaign

Chailei Shombhob

Agency: Grey Advertising Bangladesh Ltd.



SILVER



BACKGROUND: In 2020, Corona Virus turned the normal life into a new normal. Starting with Government imposing lockdown, offices getting closed, schools getting closed, businesses getting closed. And people were shaken. They had no clue how to get back to regular life again or how to control the pandemic situation. And how to get life back on track again.

OBJECTIVES: Under such pandemic situation, it was time to rethink what they could say on behalf of the brand to the people to get back their lost hopes and show them the way forward in this dire situation the whole nation was facing. Objective was to bring life back to new normal. Make people get used the new way of life style. Make them use internet to resolve their day to day activities and problems.

CORE IDEA: The core idea was to make people believe "If you want, IT'S POSSIBLE". With the largest 4G internet network base its possible to do things which people never believed was possible. People were connecting all over the nation with

4G internet to online offices, business meetings. Students were doing classes, teachers teaching students, farmers selling products and goods online to customers and what not. Because of the lockdown and pandemic life won't stop. And the ideation was making people believe that the help of widest internet network nationwide anything is possible.

EXECUTION: With so many aspects of life being impacted, the campaign had to cover office to school, also online doctor and online business, everything that was made possible through internet and to make the communication understandable to the audience was challenging. A beautiful chorus "Everything is possible. Everything will be fine" made the film feel complete to the audience.

RESULT: Facebook results were impressive, the film had more than 88K likes, with 8.9K comments and an engagement of 4.9 million and overall 5,560,848 YouTube views. Digital posts had 5.6k likes with more than 1.1k comments and 3k shares.

Best Covid-19 Response Campaign
Savlon Mobile Hospital
Agency: ACI Consumer Brands



BRONZE



BACKGROUND: There are many villages in Bangladesh where people have limited access to primary health care services. Without access to medical care, minor issues can develop into more significant problems with implications. Moreover, due to the COVID-19 pandemic, getting medical services in hospitals has become more challenging to the rural population.

OBJECTIVES: To make primary health care services accessible & implement a community-based response to the COVID-19 pandemic for the underprivileged people in rural Bangladesh with a purpose-driven marketing campaign.

CORE IDEA: The purpose of the brand is to build a healthy Bangladesh with the brand essence of ensuring healthy life through expert care. Since most people associate the brand with doctor & consider it as part of first aid during any medical emergency, the idea was to create a brand touchpoint for the underprivileged people in rural Bangladesh where they can get free primary health care services along with counseling related to Covid-19. Savlon wanted to reach the target group at a community level and respond quickly in time of need.

EXECUTION: To holistically put things into action, a mobile hospital was set up in a truck to reach & serve the remote areas where health care is barely available. Savlon also used a boat to set up the mobile hospital to serve the flood-affected areas. This hospital was well-equipped with a bed, relevant medical instruments, medicines, hygiene products, and a team consisting of 2 certified doctors, 2 trained nurses & 3 volunteers. The patients received free medical consultations with free medicines. The brand also distributed free hygiene products like Soap to the patients & his/her family members. Adequate miking in the local mosques, wet markets & scrolling messages on local cable operators' TV channels was done to notify people regarding the Health Campaign. A handwashing corner was facilitated where the visitors could wash their hands with water & Soap.

RESULT: Covering 502 villages in 11 Upazilas of 8 Districts across 5 divisions of the country, the brand reached more than 1 million people where Savlon Mobile Hospital directly served 23,184 underprivileged families in rural Bangladesh.

Best Covid-19 Response Campaign
Covid - 19 Rapid Response
Agency: Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: On 8 March, the first three known coronavirus cases were confirmed in Bangladesh. Fear and anxiety spiked as people were unsure about how to handle the impending pandemic. Amidst the dread and suspicion, an outbreak of misinformation surrounding COVID-19 was spreading through social media.

OBJECTIVES: Due to inadequate digital literacy, the ability to assess the accuracy of this information was limited, leading to widespread rumors among the mass population.

CORE IDEA: BRAC understood the need of the people for a reliable source of clear and accurate information FAST. As an immediate measure, a ramped-up rapid response plan was developed to curb the health emergency and protect people. To accomplish that, BRAC devised its largest digital media campaign in three key adaptive phases: Inform – Motivate – Persuade.

EXECUTION: Inform- First BRAC wanted to Inform people through messaging on: Social Distancing, Respiratory Hygiene, and Self-Quarantine. To limit the spread of the

COVID -19. 20 Video contents were created and promoted within a few weeks to create awareness in March and April. BRAC also created a progressive web app, 'Coronarodh' where people can check and assess common symptoms of Corona. Motivate- Secondly, their goal was to motivate people to follow and maintain safety measures during the pandemic. A music video featuring Kuddos Byoti was promoted due to his mass appeal among people most susceptible to rumors. In the music video, Kuddos Byoti motivated people to know the facts about Coronavirus and maintain safety precautions. Finally, BRAC reinforced its message to persuade people to maintain safety measures throughout the pandemic through key influencer partnerships and celebrity endorsement. Celebrities like- Chanchal Chowdhury, Rafiath Rashid Mithila, Ferdous Ahmed, Bidya Sinha Mim and others.

RESULT: 151 Mn Impression generated- Around 18.75 million people have been reached as part of BRAC's COVID-19 awareness campaign. Generating 26 Mn video views. 277x increase in post comments. 78x increase in post shares during the campaign period.

Best Covid-19 Response Campaign
Delivery Hero
Agency: Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: The global pandemic has shown us much harsh reality. It has also shown us heroes who have put their lives unto others. The people who delivered products, food & belongings at this time are some of those unsung heroes.

OBJECTIVES: Establishing Foodpanda as a caring brand by recognizing the sacrifice delivery hero was made during this pandemic.

CORE IDEA: During this pandemic, people were locked down at home. Homes became offices, schools, colleges. Everyone was scared of their lives. Scared of an invisible enemy outside. People could not go outside, buy things for themselves or some even could not get food. During such time delivery men of Foodpanda helped many to have their food and also some businesses who were struggling to generate sales. The idea was to show how these delivery heroes are human too, they have their family, their loved one yet they risked their lives to deliver happiness to people in that difficult time.

EXECUTION: To reach this story of the heroes they needed to make the right use of media. However, the media scenario has seen a massive change in recent years, especially during covid. Print media took a hit while TV increased. However, they had a large number of audience in digital as well. So they used both TV with 13 channels & digital with local online news portals through Eskimi & Purple patch media in different phases through different content to reach their audience. As the newspaper had a hit during lockdown they went with an advertorial in the online portal.

RESULT: With 15 channels & 708 GRP on TV they told the story to 13 MLN people. Digital media gained more than 17 MLN reach with 40 million impressions which helped in business as well. It increased overall MAU by 297%, and overall order by 157%. Both the top of mind awareness and brand preference increased by 10 & 4 % respectively.

Best Covid-19 Response Campaign
Kemon Achen Tara
Agency: Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: In the early-mid of march 2020 coronavirus first stroked Bangladesh and it created a massive alarming state among the nation. In the primary stage, where a group of people were not maintaining social distance & taking measurable precaution, on the other hand, a group of people was terrified of negative news in online and offline media. Considering the situation, Grameenphone thought to pursue a different angle to influence people to make them more aware.

OBJECTIVES: Their objective was to raise awareness of this massive number of people through a different angle of infotainment using the online platform which would encourage them to stay at home by taking protective measures at the same time.

CORE IDEA: Based on the situation & the objective, Grameenphone created a talk show hosted by the vibrant Iresh Zaker where the timeless legendary characters like - "Baker Bhai" from the drama "Kothao Keu Nei", "Elachi Begum" from the drama "Ayomoy", "Montu Mia" from the drama "420" from the golden days of the 90s were revived to encourage people to take protective measures, to stay safe from the pandemic.

EXECUTION: They executed this content in Grameenphone's Facebook, YouTube, and Bioscope platform, where Grameenphone holds a 15M+ audience on Facebook and 423K subscribers on YouTube. To make this content more relevant and successful they brought 10 phenomenal characters from the golden '90s in 10 episodes where they played their original role and also made people aware dramatically about the uncertainty of covid-19. These characters also endorsed Bioscope, so that people can subscribe to more entertaining content staying at home.

RESULT: This content generated in total 5.5M (5,521,715) views in Facebook which reached 4.3M users, Drove 3.7M Post Engagement & it gained (0.6M and counting), 6,14,439 views on YouTube. Besides all contents, Japan Doctor and Elachi Begum achieved 3.9X More views & 15.5X more shares. Not only that, this content became so viral that Prothom Alo also published an article after the success of this show. It reached a 1.3M Audience with Radio Shadhin.

ডেবিট কার্ড থেকে বিকাশ-এ অ্যাড মানি করুন নিমিষেই

কোনো চার্জ ছাড়াই*



Best Covid-19 Response Campaign
ACI Pure Salt Icche Ako Golpo Bolo
Agency: Backbenchers Communications



BRONZE



BACKGROUND: The simple task of going out of one's home turned into a life-risking action in the blink of an eye by a virus. It was taking a toll on everyone, and even on children. Specialists cautioned that the pandemic will harm the mental development of children.

OBJECTIVES: ACI Pure Salt, being a brand, which focuses on encouraging talents in children, decided to come up with a plan to inform parents of the adverse mental effects of lockdown on children and suggest ways to keep the children active in their creative pursuit even during the pandemic.

CORE IDEA: A campaign titled ACI Pure Salt 'Icche Ako Golpo Bolo' launched on social media, where parents were urged to turn this troubled lockdown time into an opportunity for children to pursue their creative endeavors. The modality involved children putting the things they want to do when this pandemic ends into a drawing and telling the stories of their wish in a video. Since children are not present on social media, their parents were targeted in the campaign urging them to involve their children in the campaign and try bringing some joy in these times of trouble.

EXECUTION: On August 31 the issue was raised in an online platform called Kids & Mom, where parents were asked to

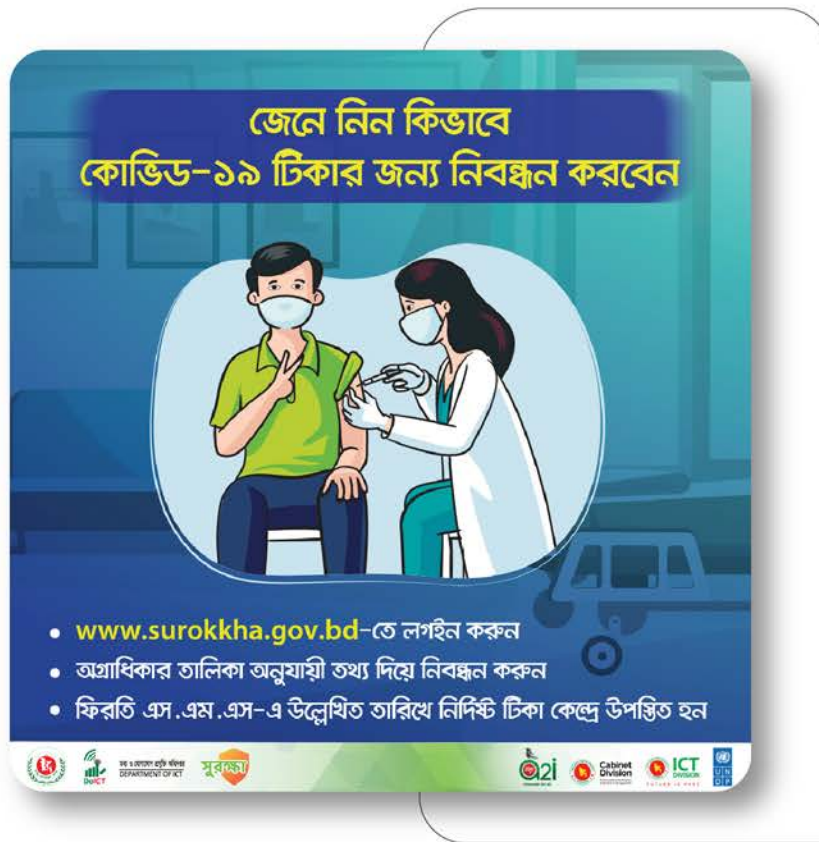
identify the challenges their children were facing during the pandemic & suggestions were asked for on what can be done to resolve the issue. On September 03, the campaign promo was launched on the ACI Pure Salt Facebook page. The promo featured popular stand-up comedian Abu Hena Rony, explaining the modality of the campaign & urging parents to engage their children in the campaign and bringing back some joy to their life. GDN, community message boards, and Facebook ads were launched to maximize the reach of the call for entry. In addition, a community engagement video featuring specialists from the National Institute of Mental Health was uploaded in the Kids & Moms platform where issues and ways to ensure wellbeing & proper development of children during lockdown were discussed.

RESULT: 214 videos were submitted from all over Bangladesh, which means that the campaign could bring joy to 214 families even during the troubled time of the pandemic. The extent of the reach & engagement also implies that they were able to make aware a large number of parents regarding the mental development issues of children in the time of the pandemic. Facebook: 2,002,843 Engagements, 6,675,964 Reach, 9,606,026 Impressions, 3771 Shares, Google Ads, 1,263,244 Impressions, 3,222 Clicks.

Best Covid-19 Response Campaign
A2I Surokkha - Camapign To Heal The Nation
Agency: Mediacom Limited



BRONZE



BACKGROUND: After the first fearful wave of the Covid19 virus in Bangladesh, the government knew mass vaccination is the only answer to this problem. And the authority was quick enough to bring a significant number of vaccines to the country to tackle the situation. But then the vaccination program faced a new challenge. A social stigma, due to the lack of real information about the Covid19 vaccine, was preventing the citizens of Bangladesh from participating in the vaccination program.

OBJECTIVES: To create maximum awareness of the vaccination program across the whole nation, clear all confusion and stigma regarding the vaccine of the citizens in the digital platforms, eliminate concerning myths to establish the importance of the vaccine.

CORE IDEA: The idea was to raise awareness about the vaccination program along with providing a detailed process of participation and validating the vaccination program so that people get more assured about the safety of the entire process.

EXECUTION: Using the official Facebook page of A2I, different forms of communications were launched. Constant reminders and assurance from the page aimed to drive people to participate in the vaccination program.

RESULT: The campaign reached 15 Mn+ individuals, engagement was 180K+ and the campaign helped to get 10.1 Mn individuals vaccinated for Covid19.

Best Covid-19 Response Campaign

Pashe Achi Bangladesh - Covid 19

Agency: O&Z Solutions



BRONZE



BACKGROUND: Like in other countries in the world, Bangladesh has also been suffering from COVID-19. The lock-down situation was going on all over the country to stop the spread of this epidemic & all the economic activities were stagnant. PRAN-RFL Group has been standing by poor and low-income people of Bangladesh by providing food items as a relief. Co-operation has been extended by RFL to countless health staff, doctors, and nurses with personal protective health equipment like hand sanitizer, gloves, masks, etc.

OBJECTIVES: Under the project of "Pashe Achi Bangladesh," PRAN-RFL Group has been carrying out an activity to stand beside underprivileged people all over the country regularly in the past and will.

CORE IDEA: The main idea was to decrease the sufferings of the poor people who are under the poverty line as well as in different sectors through some relief goods as well as by providing safety support.

EXECUTION: Pre-Hype: The campaign began with pre-hype activities in the Social Platform called "FACEBOOK".
BTL Activity: During pre-hype, they ran a popular RJ show featuring the same theme at JagoFM94.4 FM. The radio audience

had shared their standpoints through SMS, JagoFM social media page.

Social Media Post: Lastly, they developed a campaign pre-hype content and they boosted it to reach a certain amount of people through social media.

Call to action OVC: They selected some Bangladeshi popular social media influential persons and through the video bytes, they revealed the campaign with a special call to action.

Promoted: Facebook & YouTube

Display Ads: During the campaign, they targeted various news portals, and YouTube to create a massive impression and visibility of the campaign with their call to action.

RESULT: Directly reached 54000+ families through distributing food relief all over the country. Relief has been given to 45 cities. The campaign received online non-paid PR worth BDT 100000(approx.) as well as offline non-paid PR worth BDT 200000(approx.) The campaign reveal video got 150000+ views on social media- Facebook & YouTube and reached 2, 50,000+ people through events and activation. Got 2000000+ impressions through campaign call to action GDN and gained 500000+ reach in campaign associated content through Facebook.

Best Covid-19 Response Campaign

Shwapno – Sheba Pack

Agency: Salt Creatives



BRONZE



BACKGROUND: During the pandemic, they looked at their strengths to help vulnerable people. With the heartfelt responsibility to stand next to the people, Shwapno introduced Sheba-Pack, a convenient package consisting of daily necessities at a discounted price, facilitating the people who too wanted to stand next to the vulnerable.

OBJECTIVES: The goal was to empower the people of Bangladesh as it moved together to minimize the deadly ripple effects COVID-19 had on the daily earnings of certain groups of the profession.

CORE IDEA: Shwapno always promotes and strives for unity. And it was time for others to do it as well. Being the responsible brand that shares the same dream as these local heroes who wanted to help others in need, Shwapno wanted to facilitate that.

EXECUTION: In this OVC, an elderly person was seen entering a Shwapno outlet. He didn't look around much but directly went towards the daily food basics. There, he was seen buying a huge amount of daily necessities, which got the attention of the floor manager. Curious, the manager asks the elderly if the purchase was for home. To his surprise, the elderly replied, "No, it's for my country." Feeling the lift of pride

and respect, the manager introduces Shwapno's attempt to help people like the elderly man, Shwapno's "Sheba pack", Bangladesh's only attempt by a brand to stand beside such local heroes. This is also important to mention that this was the first video production from any corporation during the lockdown. Through great difficulty, the production was finished by Salt Creatives & Events Limited, feeling it is their responsibility to promote such an attempt to help the local communities.

RESULT: Shwapno has always been a pioneer when it came to experimenting for the sake of humanity. And here, they have seen it firsthand. Even though in-store footfalls were record low for Shwapno, there has been a surge of people coming to only buy the Sheba packs to help the local community. A great amount of appreciation was received in the digital space and well as in the store floors. The content itself has received 149.7 times higher performance scores when compared with Shwapno's other posts within 21+ days of its publishing, 188.9 times more 1-Minute Views, 414.1 times more Shares, 49.7 times more Comments, 176.7 times more Reactions, and 2.2 times more Average View Time. In total, the content achieved 1.7 Million Minutes Viewed and 230.8K Overall Engagement. A total of 4.6 Million people had been reached so far in this campaign.

Best Covid-19 Response Campaign

Crack Platoon Transport Service

Agency: Singularity Limited



BRONZE



BACKGROUND: Bangladesh saw its first case of COVID-19 on 8th March 2020. A nationwide lockdown was imposed on 26th March. But the front liners needed to attend to their duties. As all means of public transport were restricted, uncertainty loomed over all the medical professionals to reach their workplaces. There were idle vehicles but those who needed it couldn't get them.

OBJECTIVES: Help the Healthcare professionals by providing a reliable means of transport when there was no other option available. Ensure the safety of the caregivers who are fighting and risking their lives for others. Contribute to the fight against COVID-19 by helping the front liners.

CORE IDEA: The core idea was to connect the stakeholders and structure a free transport service for the front liners so that they can reach their workplaces without any hassle when all the public and private transport services were restricted due to lockdown. There were idle vehicles that were used to transport company employees but did not have any work due to lockdown. The problem of transporting the front liners was also not addressed by the authorities. So, they thought of connecting the dots and creating a service for those who need and who are needed to fight the situation.

EXECUTION: Within 3 days of the lockdown, Crack Platoon

was launched, a free transportation service for medical professionals. DBL Pharmaceuticals provided transport vehicles. The volunteers of Earth Foundation and Bondstein worked relentlessly to execute this huge operation. The Directorate General of Health Services authorized this and managed all the permissions in the shortest possible time. Global Shapers Dhaka Hub and Obhijatrik Foundation also gave support to make it happen. Crack Platoon started operation on March 28. Doctors, nurses, and other healthcare professionals could book a free round trip from their house to their workplaces. The operation was managed by tracking every vehicle and efficiently planning routes automatically by a system developed by Bondstein Technologies in the shortest possible time. The vehicles and the routes could be tracked in real-time by the users for their convenience. The vehicles were disinfected by the Obhijatrik Foundation after every trip to maintain safety.

RESULT: In 42 days of operation, the platform received 24567 trip requests from 1910 passengers & served more than 5800 trips to more than 100 hospitals in 22 routes covering the entire Dhaka city. The service continued until the lockdown was lifted on May 10th. It received a great amount of positive response from all across the community and from the healthcare professionals as well.

Best Media Innovation

Cholo Bangladesh - Fan Song & Bioscope

Agency: Asiatic Mindshare Ltd.



GOLD



BACKGROUND: In world cup time, the majority of Bangladeshi people felt passionate and thrilled about cricket regardless of the segments all over Bangladesh. Grameenphone desired to echo the same exhilarating thrill of Cricket with strategically sagacious product offers of enjoying watching games on Bioscope and supporting Bangladesh with WC theme song.

OBJECTIVES: The campaign was about giving Grameenphone a 360-degree artful promotion creating connection with the theme song "Cholo Bangladesh" to promote and popularize Bioscope app in ICC world cup 2019. Introducing Bangla commentary for the first time ever, they aimed to drive people to watch matches on Bioscope while on the go by enjoying the newly introduced commentary of people's own language in Bangladesh.

CORE IDEA: The core idea was to exhibit the same passion of Cricket with their thoughtful product offer of watching matches on Bioscope App and supporting Bangladesh team with the elating fan anthem. The message was about enjoying Cricket in Bangla anytime-anywhere without the interruption of any ad as well. Thoughtfulness and innovation was the core focus of the idea to reach the maximum number of people who'd enjoy watching sports and music which would trigger the thought and message that Grameenphone takes a fancy on supporting the nation on the occasion.

EXECUTION: For the first time ever the audience was about to enjoy watching crickets in Bioscope on the go with Bangla commentary. At the same time, competitors wanted to ad hoc their campaign simultaneously, therefore, they came up with an integrated campaign idea to popularize the elating Fan-Anthem "Cholo Bangladesh" and tweak people into Bioscope app in every media to dominate and break down clutter in the cricket-loving nation. In TV, they've stimulated innovation by focusing on the topmost genre. On Radio, Press, OOH and Digital they've outperformed all their competition with WC themed programs, innovative contextual placement and roadblock to build awareness and drive traffic to the platform. In the World Cup venue while having the Bangladeshi team present there, the theme song was endorsed by the audience. Thus for the first time ever, watermark press innovation was done and a drama was produced with the WC theme. Sports lounge was created on radio for cricket updates; contextual communication was done in Facebook and Google to drive traffic in App.

RESULT: The campaign achieved 62Mn+ TV viewers & 5.1Mn+ press readers. TOMA increased 18%, brand awareness increased 49%, Ad-recall increased 25%. They've achieved 237Mn Impression, 1.9Mn Link Clicks, 4.3Mn video views & 27K Messenger, 1 Lac+ installed Bioscope App. Bioscope TVCs achieved 4th and 6th position in the TVC rankings in its category.

Best Media Innovation
Bhalobashar Epith Opith
Agency: X



GOLD



BACKGROUND: Mobile phones were genuinely created to bring people together, however quite the opposite is seen to be happening more nowadays; people giving their phone screens more time than the dear ones present with them. Hence it's creating distance altogether.

OBJECTIVES: As a phone brand, the core objective was to create an interesting and engaging content in a relevant media where their TG is always present and that would bring the couples together on the occasion of Valentine's Day.

CORE IDEA: They came up with an enigmatic way of storytelling; a beautiful story of a boy and a girl; then they played a thoughtful good trick there. The story was divided into parts; in one part it showed the boy's side only and in another it was the girl's. And the enigma was, the story wouldn't be understandable if played on one screen. So it had to be played both stories in 2 different phones side by side to understand the whole story. As stated previously people even with loved ones get busier with smartphones

rather than spending time together. So, they thought why not let these screens make them come together. That's how it brought couples together on Valentine's day.

EXECUTION: As much as unique and enigmatic the idea was, it was still very fresh and thus challenging to find the right director who would make the perfect screen balance. They approached Raka from Chaa Shingara (wing of Applebox films) and she was enchanted to hear the story and finally she agreed. They completed the shoot for 2 days and finally released it on the 13th February, a day before Valentine's day.

RESULT: After the campaign was launched, the videos got almost 2 million views, 2.5k shares, 12k comments and 37k reactions. They shared on social media how to watch it too. And people started sharing pictures on social media of watching it together on 2 phones; hence being together with loved ones. So, the very same device that created distance was bringing people together once again.

Best Media Innovation Fashion Week 2020

Agency: Asiatic Mindshare Ltd.



SILVER



BACKGROUND: TRESemmé, one of the most sophisticated and premium shampoo brands in Bangladesh, has dominated the fashion platform, sponsoring fashion events since its launch in 2015. In 2020, TRESemmé they went even bigger. The challenge was ensuring sufficient noise in the industry whilst maintaining premiumization.

OBJECTIVES: The objective of TRESemme Bangladesh Fashion Week 2020 was to establish the new philosophy, Runway of life, inspiring everyone to treat every day as a walk on the runway, with the biggest fashion event in the country. Another objective was to leave people with an aspiration to be a part of it.

CORE IDEA: To obtain this objective, they decided to create a one of a kind experience. Utilizing state of the art technology, they wanted to innovate to create an interactive runway. People walking over their installation would truly feel like a fashionista and will establish the Runway of Life philosophy among the engagers.

EXECUTION: They needed to choose a premium location, for a premium brand. So, they chose Gulshan 1 park. They identified a walkway with high footfall and transformed it into a runway by placing a long branded floor. The floor mat clearly mentioned the date and the event, generating awareness and curiosity of the viewers. A runway would not be a runway without a crowd. To give the illusion of the crowd, they placed camera flashes next to the runway to give the illusion of being in the midst of photographers and fashion journalists. To make it interactive, they placed laser sensors on the ground so that the flash would only activate when someone walks past. This made the installation a truly unique experience never been done before in Bangladesh.

RESULT: The installation remained for 7 days till the event started. Hundreds of people walked through the runway, experiencing the Runway of Life. Successfully establishing the event philosophy and generating awareness of the event.

Best Media Innovation RITAb

Agency: Asiatic Mindshare Ltd.



SILVER



BACKGROUND: bKash has always been encouraged to find the most receptive way to spread their brand message to the TG through Television Advertisement. However, the clutter of their television advertisement's approach isn't always appreciated to the viewers. Hence, as they felt to create a new format of commercial communication.

OBJECTIVES: Communicate with the target group in an innovative and cost-efficient way without disturbing their viewing experience.

CORE IDEA: The idea was to create advertisement placements opportunity, within the content, by using state of the art technology. They embedded digital billboards, shop signs and roadside branding within the content, where bKash ads were placed. The initiative looked natural and seamless without compromising its editorial value, and the best part of this idea was, their television ads will not interrupt the users' viewing experience. Additionally, they had to ensure the proper mileage. They calculated the required frequency to ensure sufficient impact to build salience.

EXECUTION: They could digitally embed contents days before airing with the help of Nagorik TV. To ensure quality

and maximum exposure, they strategically chose the popular prime time dramas and developed a strategic model. They too set a strict guidelines and placement methods to maximize effectiveness. Some placement types included: zooming, embedding & brand visibility. They segmented the placement of bKash services by locations within the content. For example, they showcased "send money" offer and "bill pay" services in-front-of shops signs and other generic welcome bKash ads on roadside boards. They created a content bank of over 600 contents from 3 TV channels and top OTT platform Bongo. Till date, 119 contents have been used to embed over 436 brand messages. Within just 2 months, 59 contents have already been aired in TV channels. TV Channels highly appreciated it as new stream of revenue for them and for client it was 12% cheaper than regular pop up ads. To further understand the effectiveness of this quite the "never been done before" execution, we conducted a post survey with 20 samples.

RESULT: Achieved 25% increase in brand message recall than TVC. 100% enjoyability increased than any mode of commercial. 90% audience watched a message 4 times in a content but did not feel disturbed.



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Best Media Innovation
Spaces Virtual Event Platform
Agency: Singularity Limited



SILVER



BACKGROUND: The need of a digital interactive channel was imminent, because after the outbreak of the COVID-19 pandemic, the whole world was facing an unprecedented halt. As strict regulations regarding social distancing was imposed, all the organizations were and are facing a huge challenge to organize engagements which involve mass gathering and interaction. Hence comes the need of digital interactive channel.

OBJECTIVES: Objectives of the solution are as follows: To create a virtual event and interaction platform. To give users an experience better than video conferencing applications. To enable one-to-one and one-to-many real-time interaction. To make the users experience an event in a 3D virtual world as close to reality.

CORE IDEA: The idea was to make a fully virtual event platform where fully personalized and branded events, exhibitions, seminars, concerts could be arranged in a single platform without the physical repercussions in this global pandemic. They came up with SPACES, a virtual world with endless possibilities to host different events where users could roam around in a 3D virtual environment, can talk and chat with each other, can experience different activities together just as they used to do in physical events.

EXECUTION: In the platform, visitors could change avatars as per their choice. They could interact with each other on a virtual lobby through voice & text chat. Features like customizable branded venue, branding elements like banners, stage, standees are available. Organizers could live stream on large screens inside multiple rooms of the virtual world. Multiplayer games were available including branded content. Spaces were essentially a cross-platform application that runs on windows, android, and iOS devices. Implementation of Unity Game Engine and Photon Server ensures a faster, scalable, and secured system to provide a real-life virtual experience. The platform boasts almost infinite scaling capability featuring automatic load-balancing.

RESULT: Their clients embraced this future tech to execute events and roadshows with high engagements like Battle of Minds in two consecutive years, Sanofi Sales Conference, Robi Graduate Trainee, IUT Career Fair and Unilever World Oral Health Day event. Till date, the platform has hosted 12 virtual events where 10000+ Participants Engaged, 100000+ impressions has been generated & 150000+ minutes spent by the participants in total.

Best Media Innovation

Savlon Hand Sanitizer Brand Endorsement by News Presenters

Agency: ACI Consumer Brands



BRONZE



BACKGROUND: During 2020, when the fear of Covid-19 first started to appear, people over the country were under lockdown and were left to hunt for news of the situation from electronic & digital media. This skyrocketed the viewership of news channels particularly the news reports.

OBJECTIVES: The campaign's objective was to innately deliver an innovative, effective and efficient message of using hand sanitizers along with the reinforcement of maintaining proper hand hygiene.

CORE IDEA: People tend to surf through the channels when an advertisement comes over & more so for news programs run during the pandemic. Tensed People watching the news report during Covid-19 were only focusing on news of the situation and ignored other aspects. Thus, airing a run-of-the-mill TVC will net nothing, but a natural placement that reaches the viewer subconsciously and ensures that the message gets across is much more effective. So, integrating a

subtle placement within the news report will be far more effective in reaching the target audience and bring about a change in behavior.

EXECUTION: For the first time in Bangladesh on 15th June 2020 Savlon partnered with Jamuna TV, Channel 24 & DBC for two long months to showcase hand sanitizer usage by news presenters before the intro of the news. The placement was done even during the breaks and ending in the live news. This ensured that the audience's full focus would be on the report with the natural placement and no distraction will hamper the communication. It also linked the usage with the audience's because there is an ongoing pandemic whose only precaution is maintaining proper hand hygiene and sanitation.

RESULT: This innovative & efficient placement helped reach around 9.76 million people all over Bangladesh to reinforce & maintain proper hand hygiene.

Best Media Innovation

Soup-Er Man

Agency: Adcomm Limited & Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: In Bangladesh, working people find quick solutions for lunch times in unhygienic junk, street foods which cause increased cases of diseases (such as gastric and ulcer). So Knorr came up with the campaign Knorr Soup-er man as the voice of a healthy solution to the snack times.

OBJECTIVES: To address health issues for intaking unhealthy foods during snack time and to establish soup as the fastest, healthy solution to hunger through the best media innovation plan. Thus to ensure consumer engagement with growth in sales.

CORE IDEA: Knorr soup-er man campaign with line নব্বু ক্ষুধার জ্বালা স্যুপ-এ মোটাও, plan to initiate a habitual change in common people for snack time healthy solution. And such change can only happen by setting an innovative, disruptive approach in using media during pre-teaser and teaser phases along with launching the main campaign. Plan is to create hype around the core message "Hunger is disruption" and to change unhealthy food habits during snack time. To establish Knorr soup as the healthy solution of snack time through the launch phase and cover all channels of communication to maximize the reach.

EXECUTION: Pre-launch teaser phase happened in important, crowded places in Dhaka with 19,000 free sampling of Knorr cup-a-soup and PA announcements with

hunger break messages. We aired an innovative yet disruptive TVC & RDC stating the newscaster and RJ are on a break due to Hunger during the teaser phase. Innovative press ad was published which was the first of its kind. Just after it, launch tv featuring Arifin Shuvo as Soup-er man was aired on 20 tv channels and shorter version during BPL matches in GTV and Maasranga to capture associated reach. Beside Prothom Alo's front page's press ad, newscaster endorsements were covered on Channel24 and Jamuna before and after news breaks as well. Along with regular RDC and RJ Endorsements, disruptive RDC during BPL knockouts stage was ensured on ABC Radio and Radio Shadhin. Through static posts, videos on FB, YT Knorr Soup-er man campaign reached millions of audiences.

RESULT: Disruption TVC aired in 7 channels reaching over 7.8 million people all over Bangladesh (Similar execution was also done on YT), GRP: 9. Innovative press ad in Kaler Kantho was 1st of its kind and disruptive RDC during BPL matches, endorsement by commentator at BPL knockout stage increased ToM. Newscasters' endorsements increased talkability. Launch tv was aired in 20 TV channels reaching over 22% audience at 3+ frequency. On Facebook the communication reached over 27 million audience and drove over 22 million views on YouTube. Significant double digit growth in sales. All of these have increased brand love & salience.

Best Media Innovation

20 Years of Artcellism: An Unstoppable Journey

Agency: Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: Artcell was never just a band; it has always been an emotion. A complete generation grew up with the music of Artcell; meaning the songs, the tunes have been a part of this generation's lives for the past 20 Years. In 2019, Artcell announced they will be celebrating artcellism, the 20 years of their journey.

OBJECTIVES: The objective was to spread the artcell army madness.

CORE IDEA: For the first time ever, Grameenphone armed all of their popular products to spread the madness among their users through all possible digital channels.

EXECUTION: Grameenphone armed all of their popular products to spread the madness among their users through all possible digital channels. Grameenphone utilized: Bioscope – Facebook, Instagram, YouTube, GDN, Search; GP Music – Facebook, Instagram; MyGP - Facebook. Bioscope: Their focus was to reach every artcell army through FB, GDN, and YouTube to be aware about the event. Poll ads

were done on facebook to get an idea of how many people are willing to watch this live from a venue or from Bioscope. Banner ads on google display network on concert day along with 6 sec bumper ads were shown to non-Dhaka people.

GP Music: Stream and win contests were launched to entice people to Stream in GP Music and get a chance to Win an Artcellism concert ticket.

MyGP: Grameenphone introduced a 5GB data pack which was named 'Artcell Pack'. MyGP users were given a chance to win Free tickets upon purchasing the Artcell Pack.

RESULT: Overall, the campaign achieved - More than 1000 packs were sold from MyGP. 24.95 MN impression achieved. 9.4Mn people Reached in Facebook. With an engagement rate of more than 10%. More than 2lac people viewed this once in a lifetime event from home Live! Grameenphone saw a 20% growth in revenue during campaign timeline. By utilizing 3 of Grameenphone's Own Digital Product and 5 prominent digital media channels, Grameenphone made sure that the whole country is keeping the Artcell Spirit alive in their heart.

Best Media Innovation
Firebrand (GAL Launch)
Agency: Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: With over 45 years of history in Bangladesh, Fair & Lovely is used in over 70% households. To become more inclusive and remain relevant with consumers of today, Unilever Bangladesh decided to influence more positivity and soon renamed the brand to 'Glow & Lovely' as a reactive measure.

OBJECTIVES: They had to shout louder than ever before. Stretch the bounds of all available media platforms to create a truly integrated campaign and innovate to build new memory structures by creating engagement with the brand's name change.

CORE IDEA: To ensure 100% Coverage of the rebranding message across the country. And for that, it was important to reach the audience in every possible way with maximum frequency. During Covid-19 pandemic, Online consumption of people in BD has increased. Without telling, it was the most challenging part of their campaign as people consume content in all sorts of forms over the online world. So, their target was to reach as many as people, in as many ways possible. To create 'that' desired talk of the town topic for the month of October when Firebrand was launched.

EXECUTION: Outdoor: Billboards in Major Cities, Mirror branding in Ladies washroom, TomTom branding in outskirts and Laser show.

ATL: Countdown Timer in 19 TV channels. Simulcast of TVC across 18 channels during Launch. Every News Studio Branding with GAL's ambience.

Digital: Ensure maximum reach on social media through Facebook and IMO. Used highly visible YouTube inventory such as Masthead. Instant Reserve & Video Discovery. They partnered with RTV Online, Bongo and Zee5 to brand various contents. To reach the mobile gaming audience, rewarded video inventory, interactive banner and ingame logo placement. Presence in Top Publisher websites through Interstitial Ads. Used RDA (Responsive Display Ad) to drive display campaigns. Used OBD to reach semi Urban areas and SMS to reach Rural. Partnered with Silverpush to unlock TV sync and YouTube Mirror features.

RESULT: Facebook: 31.4M+ Reach (80% of TG), 210M+ Impressions. IMO: 92M+ Impressions, 787K Clicks, 6.19% CTR. Youtube: 116M+ Impressions, 8.6M+ Views. Silverpush: TV Sync - 6M+ Impressions, 1.9M+ Reach, 40.45% VTR, 93.19% Completion Rate, 6.71% Ad Recall Rate. YT Mirror - 1.8M+ Impressions, 1.67M Reach, 36.49% CTR. BLS - 83% of Exposed TG said they were aware of the name change of the brand. Mobile Outreach Program: 4.1M SMS + 3.1M OBD Calls. Quarterly Household Penetration increased by over 12%.

Best Media Innovation

Wifi Hut

Agency: Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: For a brand like Glow and Handsome, finding a way to connect with rural men is of highest importance. With TV becoming less relevant every day, they turned to new innovative digital solutions to reach out to their rural audience.

OBJECTIVES: The goal is to find a way to connect with the Rural Men. To make this a sustainable project they also needed to capture these audiences so they can retarget them in the future and also understand their usage behavior to optimize our upcoming campaigns.

CORE IDEA: Young men in rural outskirts are hungry for digital content. Even with over 40 million users currently having access to the internet in Bangladesh, there are still pockets of users, especially in rural outskirts, that still have limited access to the internet. They partnered with Carnival to unlock a unique media touchpoint to reach our core TG. They wanted to innovate and customize their pre-existing WiFi booths in over 2000 locations, built into local brick and mortar shops in village areas, to capture the users and understand their media usage behavior.

EXECUTION: The pay-to-use Carnival WiFi booths were

redesigned to allow users to use the internet for free. After connecting to a carnival WiFi, a branded banner shows the free internet offer. Upon entering the mobile-number, a TVC starts to play. To understand the effectiveness, a survey of 2 simple questions appears – to measure recall of brand name and the functional proposition. A OTP option was enabled to stop the users from availing the offer multiple times. After this, 2hrs of Free-WiFi access, with unlimited data, will be granted. By integrating Google Analytics, they could understand their Geo specific user behavior, like demography, affinity, in-market, and type of device used. Their phone-numbers will allow their to retarget them in future from Facebook, Google and even SMS and OBD marketing. These insights can be used to optimize their Marketing-Mix-Model of existing and future campaigns. Lookalike audiences can also be created to target similar audiences.

RESULT: Their one of a kind - WiFi Hut Initiative resulted in 200 thousand users in less than 3 months. Average user used 1.2 GB of data within 2 hours of usage, giving us a clear idea on which platforms they preferred. Showing promise of scale, and opportunity to grow their 1st party data source, and to connect with rural areas more effectively in the future.

Best Media Innovation

Smartpick

Agency: High Voltage Limited



BRONZE



BACKGROUND: 2020 is marked to be the dark year in modern history, the year the whole world stood still as an unseen predator prowls the path of mankind threatening the very existence, Covid-19 Pandemic. The world along with Bangladesh came to a halt to curb the outbreak of the virus. Thus challenging the overall status of any business to operate in standard grounds. With great challenge comes great improvisation, this story is about breaking through to find a way even if the back is against the wall.

OBJECTIVES: During the pandemic they still wanted to generate Trial through Brand Communication among specific target groups and collect data, maintaining the safety guidelines of pandemic.

CORE IDEA: With 41 million to be reached using Facebook adverts projects a huge opportunity for tailored Brand Sampling Communication then converting it to contactless doorstep sampling through delivery channels by strictly maintaining the safety guideline. Great Challenges come with great improvisation, Smartpick is a platform to sample products and communicate brand virtually to create Brand Preference.

EXECUTION: The challenge was to create brand preference by product sampling and trial generation during the pandemic lockdown, thus a unique dimension of brand experience and communication is created by blending digital communication and physical trial. To begin with, the digital team sorts the consumer data from UBL and HVL database to create customer profiles and targets with respect to Brands. Offer Ads are placed on Facebook targeting the exact profiles with a CTA of free giveaway product communication. Consumers are then taken through an information (name, contact number, delivery address) sharing round by a bot then landing on the brand communication ad when clicked on the Offer Ads. Finally, after all the information gathered and brand message communicated the delivery confirmation is sent to the customer. The Delivery Team ensures the Contactless Doorstep Delivery within 3days, at any corner of the country.

RESULT: Duration: 4 months till date (February 5, 2021- Till Date). Total Contact: 30,206; Sample Delivered: 25,406.

Best Media Innovation

Airtel Friendship Thematic Campaign

Agency: WaveMaker Bangladesh



BRONZE



BACKGROUND: Airtel hadn't any thematic campaign for 6 quarters consecutively and the key brand KPIs (TOMA, FCBC, BP) became stagnant. It happened because of a few things - network expansion delayed, new sim card unavailability for a longer period. Once these issues were addressed, a revamped 360 Friendship campaign came live.

OBJECTIVES: To Make Airtel the most preferred youth brand and increase TOMA, FCBC, BP and Youth Association. Making it most preferred Network of Friends to youth.

CORE IDEA: Show the friends' discussion on TV – off camera. News is the most viewed genre to youth after cricket. News is serious and informative – presented by two anchors. They are colleagues and friends at work. They wanted to show that friendship is also prevalent among the news presenters whenever they get a break – i.e. capturing their friendly talks during break at works.

EXECUTION: They see two news presenters finishing off the news. They assumed that the camera is off now. Then they started chit chatting with each other about daily life. i.e. last week's birthday/get together with their friends, who forgot to cook - and the surprise pizza delivery by friends, they continued to talk about benefits of having such friends. Suddenly, they understood the camera is rolling still, they are on-air. This candid talk became the POST CREDIT SCENE of news – with true friendship talk. Major challenge was news is sole proprietorship which has its own modality directed by the editor where they are reluctant to have any modification. However, they managed Channel24 (one of the most viewed news channels) to make it into reality after many rigorous discussions. They tagged the shortest edit after the segment to amplify. This was in the consecutive 4 peak news in 2 days.

RESULT: Reached 30K+ core TG within only 2 days of activation.

Best Use of Branded Content

Fresh Tissue Breast Cancer Awareness Campaign

Agency: The Big Content Ltd.



GOLD



BACKGROUND: Fresh Tissue wanted to create an out-of-the-box campaign which will do some real betterments to the society since their Brand Promise is to “Wiping Out Negativities” or “মুছে যাক গ্লানি”, and also at the same time, this campaign will have to create a huge Top-of-Mind Awareness for the brand.

OBJECTIVES: The Objective of the campaign was to wipe out a real social fatigue. In this case, aware the general people about Breast Cancer and help them reduce the death toll, create huge Top-of-Mind Awareness for the brand, engage the audience with the brand & Increase sales.

CORE IDEA: One of major reasons behind Breast Cancer's huge death toll in this country is the lack of common awareness. Since it's almost a taboo to talk about breast-health in our culture, they wanted to break this stigma and raise a massive educational conversation on Breast Cancer Awareness.

EXECUTION: They started the campaign with a commercial where a son asks his mother if she had medical check-ups for Breast Cancer. This story was targeted to break the stigma of talking about breast-health. This commercial ended with a call-to-action for registering for a free breast cancer check-up organized by Fresh Tissue. To inspire our women for regular medical check-ups, they organized a medical camp included

20+ hospitals for free check-ups at 8 divisional cities. They were able to provide free breast cancer primary check-ups to over a thousand women. They also launched a website (www.muchhejaakglani.com) in Bangla which has all the life-saving information of Breast Cancer in one place. Then they launched a special tissue box in the market on this occasion where they announced to make a donation from every box. Finally, they introduced “Pink Illumination” in this country for the first time. Made another big commercial along with a series of contents. Also provided free check-ups to thousand plus women nationwide.

RESULT: This campaign's result was a massive success. Through this campaign, they made people more aware than before about the deadly impact (19 deaths per day) and its possible preventions (regular medical check-ups) for Breast Cancer. Many young family members brought their female family members to the medical check-ups. They were able to raise the awareness and breaking the stigma of talking about Breast Cancer and breast-health as well. Finally, people learnt the necessity of regular medical-ups for Breast Cancer to stay safe. And from the brand's perspective, people now can connect Fresh Tissue with wiping out negativities more than ever. This campaign successfully created a socially concern brand image for Fresh Tissue which was the main brief. Also, since the campaign started running from February 2020, their average sales went higher from the very next month in March 2020.

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Best Use of Branded Content
**Prothom Alo - NotHerFault - International
Women's Day Film**
Agency: The Big Content Ltd.



GOLD



BACKGROUND: Many organizations and corporations celebrate International Women's Day by posting content that honours women's contributions or just wishes them well. They took a different approach, aiming to create content that would breach social taboo and shift society's mindset. According to their findings, rape victims are perceived as a burden in our society. Furthermore, they are the primary sufferer of victim blaming. Through their content, they wanted to remove the victim blaming culture.

OBJECTIVES: The objective of the campaign was to bring positive impact on the lives of women, change the problematic mindset of the society and to break the social taboo surrounding rape victims.

CORE IDEA: They wanted to challenge the victim blaming mindset by treating rape just like any other accident. No victim can be held accountable for the accident that happen to them.

EXECUTION: In the film, a boy and his family have come to see a girl for marriage, and later discover that she is a rape

victim. The girl doesn't try to hide instead she is very open and upfront about it. Though the boy's family is taken back by this fact, the boy, being the representative of new generation, steps up and sides with her. As we see in the film, rape victims are constantly bombard with unpleasant questions and remarks from the society. As the name suggests, the event of rape is not her (victim's) fault. Through this film they expressed their solidarity with rape victims by condemning the victim blaming mentality. For this campaign, they partnered up with Prothom Alo. Then there was Bidya Sinha Mim. She was so moved by the story and its depth, she act on it from the sense of social responsibility without demanding any charge.

RESULT: #NotHerFault has received tremendous audience response with close to 4 million views and 15,000 shares on Facebook and YouTube combined. Articles were published in local newspapers praising the work. The actress Bidya Sinha Saha Mim and the director Mahathir Spondon was interviewed by renowned newspapers. Altogether, the film was successful in achieving its intended results.

Best Use of Branded Content
Kache Ashar Golpo
Agency: Adcomm Limited



SILVER



BACKGROUND: In a conservative society, Closeup has owned Valentine's Day through campaign "stories of coming close" for past 10 years. This year Closeup Kache Ashar Golpo (CKAG) talked about the love that can overcome anything, the support that love needs to grow, and tolerance of society towards love.

OBJECTIVES: To make a history by reaching highest TRP of last 10 years with the purpose of love, support and tolerance. Thus to plan the best use of branded content innovatively and create engaging experience to connect with the brand across all media by contemporary approach.

CORE IDEA: CKAG has been of the most watched branded content over the top marketing communication in Bangladesh for the past 9 years. But this year to stand out in order to extend brand purpose more prominently they portrayed contemporary plots in campaign promos. Even while selecting top 3 stories, they kept love, support & tolerance aspect in mind. To give the campaign a different treatment and look, movie directors got chosen and 3 short films will be made followed by trendy music videos. Thus, it will be on brand, on purpose, scalable and sustainable.

EXECUTION: They asked for stories through press, TV and

digital media. This year three different stories on contemporary situation were featured as CTA TVCs to attract more people. Influencer films depicting the stories of famous couples stating Closeup's purpose through sharing their stories of coming close were deployed to generate further interest. Leading to enormous numbers of response and story submission. Three best stories from submission has been adopted into three short films. Music lineup & director reveal, cast announcement from accounts of the stars were the plan to hook with the campaign. Short films' trailers were aired in 16 TV channels as well as on YT and FB to generate hype in the week prior to V-day. CKAG short-films were simulcast on 16 national channels on primetime on Valentine's Day.

RESULT: KAG has held the highest TRP 9 years in a row with the most watched TV content every year and story submission increases every year. This year they have earned TVR 6.77. 58% of brand TG reached in digital. KAG was YouTube's top trending for over a week with 6 million views. Combining TV and YouTube, they have the highest views in KAG history this year. Results of CTA phase, post airing phase were higher than 2020. 50% of Facebook universe has been reached. Influencer videos had over 3 million views. 1.2 million Impressions via gaming apps. Music videos have 657K views.

Best Use of Branded Content

Ghore Thaki + Nabilar Din Ratri

Agency: Asiatic Mindshare Ltd.



SILVER



BACKGROUND: During the Early Stage of Covid in Bangladesh, it was very important to keep people staying at home and maintain social distancing to stay safe. Grameenphone being one of the leading responsible brands came up with a unique campaign to aware people about the necessity of staying home during the pandemic called “#GhoreThaki.”

OBJECTIVES: #GhoreThaki's main Objective was to Build Awareness among the people of country to Stay Home. Besides with Nabilar Din Ratri we tried to convey the quarantine story of the people to utilize this time with productive activities using 4G Network by staying home.

CORE IDEA: When the number of Covid cases were increasing, Grameenphone came up with a campaign called #GhoreThaki, where people were seen facing problem with the new normal. They tried to aware people to stay at home. After successfully accomplishing the Ghore Thaki Campaign, they started a program called Nabilar Din Ratri. Hosted by Masuma Rahman Nabila with all well-known celebrities from Bangladesh it gave the audience glimpse into the quarantine life, while connecting with their near & dear ones through

video chats. The purpose of “Nabilar Din Ratri” was not only to entertain but also to convey the quarantine story of the people to utilize this time with productive activities.

EXECUTION: Television viewership was increasing in the very beginning of Covid-19. Keeping this in mind, they started this campaign in 12 TV Channels for 11 Days. As older people were mostly in vulnerable situation, so based on age & location, digitally they targeted strategic audience with a total of 146 Ad Sets and 72 Individual Ads. On the other hand, Nabilar Din Ratri was broadcasted in Youtube & Facebook pages of Grameenphone. Basically, the purpose of #GhoreThaki and Nabilar Din Raatri positively obtained the core objective of raising awareness and importance of staying home.

RESULT: The GhoreThaki campaign reached 56M Audience in TV and achieved 465 GRP within only 11 days. Besides, with 9 Radio Stations they reached 30M audience, digitally reached 27M Individuals which is 67.5% of total Facebook Audience. Generated over 20M organic views. On the other side, “Nabilar Din Ratri” ranked top 2 in Special Program Genre in Television.

Best Use of Branded Content

BSRM Obinossor 100

Agency: MBA Bangladesh



SILVER



BACKGROUND: Bangobondhu Sheikh Mujibur Rahman is the most important figure in the history of Bangladesh. He has proved himself to be a great leader not only in Bangladesh perspective but in a global platform, served as the first president of independent Bangladesh and has been denoted as the father of the nation. He has been dubbed as Bongobondhu (friend of Bengal) for his contributions to the independence of Bangladesh. 2020 marks his 100th year of birth anniversary, which is being celebrated nation-wide for over 12 months period. From the perspective of being a responsible brand, BSRM has created "Knowledge Hub", a platform of knowledge for the youth. As a part of this, they wanted the youths of Bangladesh to know more about the father of the nation and his contribution to celebrate his birth centennial.

OBJECTIVES: The core idea of the campaign was to share knowledge among the youths of Bangladesh. Bangabandhu Sheikh Mujibur Rahman had the vision to have a successful and sovereign country. He was the epitome of a paragon leader whose vision has led us to live in this country for fifty years independently. Tagging with BSRM's vision, "Building a safer nation", they came up with a series of activities to celebrate his 100th birth anniversary.

CORE IDEA: Associating with his passion point by showcasing the heroism of our national hero. Since, BSRM also has the disposition to build safer nation by serving their high standard of products, nothing would be more worthy than celebrating this great man's birth anniversary to associate his vision with BSRM's brand equity.

EXECUTION: To give the campaign a 360-degree amplification, they have used TV, radio, digital and print media. In TV they created a special talk show in the top news channel, Somoy TV, called "Takey Nia". The show had 11 episodes from the day of historical speech of Bangabandhu, different works of Mujib were highlighted throughout this program. It was hosted by a freedom fighter and former member of parliament, Asaduzzaman Noor. Important figures related to Bangladesh during Sheikh Mujibur Rahman reign, such as Dr. Kamal Hossain were invited to be guest in the show. A song was developed on the occasion of his birth centennial and aired in several TV channels. A radio show "Smriti Chiro Omlan" was also created with integration to telecast live on the family members of Sheikh Mujibur Rahman. In print they used 7 newspapers with special creative to celebrate the birth centennial of Bangabandhu. The song "Obinossor 100" was designed to influence the youth through learning about the great leader. The same tag was used in the headlines of the news portals. The interactive timeline interface was designed to share information on each of the important historical event of his life. A micro site was created to host the whole timeline. The campaign was further amplified in Facebook, YouTube, Instagram, GDN and Rich media in several high traffic websites.

RESULT: Take Niye in Somoy TV has reached 3.4 million, Smriti Chiro Omlan in radio alone reach 0.4 million. Throughout the free song airing reached 0.5 million. Prothomalo reached through the campaign 13 Million+, impressions served in YouTube- more than 1.7 Million+, Video viewed 832K+, impressions served in Facebook- more than 9.6 Million+, Video viewed 715K+.

Best Use of Branded Content

City Bank - Historical Letters of Bangabandhu

Agency: Sun Communications Limited



SILVER



BACKGROUND: On the centenary year of the father of the nation's birth, The City Bank asked for a calendar design on the subject 'Sheikh Mujibur Rahman.'

OBJECTIVES: To create one-of-a-kind calendars which will uplift the corporate image of The City Bank.

CORE IDEA: To discover Sheikh Mujibur Rahman through a different lens like very personal letters sent to his dear ones.

EXECUTION: They transformed the handwritten letters into audio visuals read by 12 prominent celebrities and put a QR code on the calendar to scan and watch the videos from brand's YouTube channel. Each month featured one letter which was also related to that specific month.

RESULT: 1.25 lac pcs of calendars were produced and distributed among the stakeholders.

Best Use of Branded Content
UNDP Prithibi Shobar Hok Film
Agency: The Big Content Ltd.



SILVER



BACKGROUND: Ramadan is an auspicious month for Muslims all over the world. During this month, we sometimes get to see few extremist cases where restaurants are vandalized, and eating in public places is judged and discouraged. All these events create hesitation for other religious groups who are not obligated to fast. That's when the thought of a way to address this social issue while also portraying communal harmony came to be.

OBJECTIVES: Promote diversity for peace. Increase tolerance towards diversity. Create community cohesiveness and mutual respect among different religious groups. Make others feel equally included.

CORE IDEA: The idea of Prithibi Shobar Hok was to show how a non-Muslim colleagues is hesitant to drink water let alone his regular meal in front of his fasting colleague. The campaign tried to break the stereotype by making the Muslim colleague bring lunch for his Hindu colleague. He assures his Hindu colleague that it is absolutely okay to have lunch in front of a fasting Muslim, and doing so would not harm his fast.

EXECUTION: This film takes place in a government office where audience will get to see two co-workers with different religious beliefs, are cordial to each other, and enjoy having lunch together. Since the holy month of Ramadan is approaching, the Muslim co-worker will no longer have lunch. There is this misconception that implies eating in front of Muslims can weaken their fast. Knowing this, the non-Muslim colleague feels hesitant to eat lunch and drink water inside the office. To break such stereotype, UNDP has posted this film on both official pages of UNDP and The Big Content Ltd. They were able to convey our intended message to audience through social media with a tag "Prithibi Shobar Hok".

RESULT: UNDP Prithibi Shobar Hok received widespread acclaim, and generated pleasant organic response and buzz from the audience. It has more than 3 million views and 30,000 shares combined on social media platforms by the hashtag #পৃথিবীসবারহোক.

Best Use of Branded Content
Kemon Achen Tara
Agency: Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: In the early mid of march 2020 corona virus first stroked Bangladesh and it created a massive alarming state among the nation. In the primary stage, where a group of people were not maintaining social distance & taking measurable precaution, on the other hand a group of people were terrified of negative news in online and offline media. Considering the situation, Grameenphone thought to pursue in a different angle to influence people to make them more aware.

OBJECTIVES: Their objective was to aware this massive number of people through a different angle of infotainment using online platform which would encourage them to stay at home by taking protective measures at the same time.

CORE IDEA: Based on the situation & the objective, Grameenphone created a talk show hosted by the vibrant Irish Zaker where the timeless legendary characters like- "Baker Bhai" from the drama "Kotheo Keo Nei", "Elachi Begum" from the drama "Ayomoy", "Montu Mia" from the drama "420" from the golden days of 90s were revived to encourage people to take protective measures, to stay safe from the pandemic.

EXECUTION: They executed this content in Grameenphone's Facebook, YouTube and Bioscope platform, where Grameenphone holds 15M+ audience in Facebook and 423K subscribers in YouTube. To make this content more relevant and successful they brought 10 phenomenal characters from the golden 90's in 10 episodes where they played their original role and also aware people dramatically about the uncertainty of covid-19. These characters also endorsed Bioscope, so that people can subscribe to more entertaining content staying at home.

RESULT: This content generated in total 5.5M (5,521,715) views in Facebook which reached 4.3M users & Drove 3.7M Post Engagement & it gained (0.6M and counting). 6,14,439 views in YouTube. Beside all contents, Japan Doctor and Elachi Begum achieved 3.9X More views & 15.5X more shares. Not only that this content became so viral that, Prothom Alo published an article after the success of this show. They reached 1.3M Audience with Radio Shadhin.

Best Use of Branded Content

Notun Gaaner Khoje

Agency: Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: Thinking of new normal life Grameenphone initiated “Notun Gaaner Khoje” for the aspiring singers and songwriters, an opportunity to showcase the talent among everyone. It is now possible to pursue the aspirations with the help of Internet, and in collaboration with renowned musician and composer Fuad Al Muqtadir. By using the 4G internet it was a great opportunity to sing a song composed by Fuad. Participants could participate online from any corner of Bangladesh by uploading the original song or a cover of the choice on Facebook or YouTube channel with the hashtag #gaanerkhoje.

OBJECTIVES: During the new normal life Grameenphone came with a desirable show “Notun Gaaner Khoje” with a great purpose to hunt country’s aspirant singers & songwriters using the internet.

CORE IDEA: Notun Ganer Khoje is completely a brand-new concept in Bangladesh where aspirant singers and songwriters anywhere from Bangladesh could showcase their talent using 4G internet. All the participants could upload their contents using the #gaanerkhoje in their youtube and facebook page. Fuad judged the participants’ contents and revealed the best artists.

EXECUTION: Participants uploaded the original song or a cover of the chosen song on Facebook or YouTube channel with the hashtag #gaanerkhoje and based on the best performance, Fuad composed the music of top 3 artists. Successfully the campaign – “Notun Gaaner Khoje” was spread across the nation in high burst digitally using Youtube and Facebook. Alongside heavy YouTube promotion through contextual placement, They ensured not to miss users on Local Portals as well. With lucrative Banner ads and Genre based musical banner they received numerous audience engagement. Besides with radio they were also present in ABC Radio to spread the talkability across the country in ATL and as well as with its digital platform. They had also published article on it at Prothom Alo and Kalerkontho. Most interesting part was, the composing, production all activities were done by using the 4G internet.

RESULT: Touching all major platforms in Digital Media, They reached 10M+ users on Facebook. Over the radio they reached 1.3M across the country with this campaign from ATL. By using the Digital platform of ABC Radio, They reached 40k audience and 5K post engagement.

Best Use of Branded Content For The Love of Food

Agency: X



BRONZE



BACKGROUND: Globally, the recent trend across content has been getting to know your favorite celebrities through their love of food. Themes like “What does X celebrity eat in a day” or concepts like “The Chef Show” have become increasingly popular. So they came up with the idea: Dhaka’s most popular restaurants’ chefs - preparing new and exciting dishes for their audience to try. The concept of this show is called, “For the Love of Food”.

OBJECTIVES: The objective of the campaign was divided into two main aspects. Their main objective was to build the connection between the best-loved celebrities in Bangladesh with the best love food delivery app, Foodpanda. From the business perspective, it was to introduce exciting new dishes and discounts on the platform through restaurant partners. As a brand the goal was to Increase brand awareness and preference of the foodpanda app.

CORE IDEA: The target group was people who lead a busy but happening life, love and likes to explore new food. They order food online and to them usually ordering food online is a solution. Highly involved in social media with high media consumption habits. Who doesn’t love food? The idea is to tap all these people, bring their favorite celebrity to a show that they will like and make a connection through, “Food”. Keeping that in mind, foodpanda wanted to be the platform for those who not only bring food to home, they also bring your favorite celebrity to you. With the idea together they made a show where you will have your favorite celebrity,

favorite restaurant and favorite food together.

EXECUTION: The execution was done in different steps over a two months period. Their goal was to ensure the followings to the platform: Exclusive Dishes, Deals and discounts, Favorite vendors & Favorite A-list celebrities. The main challenge was to create a cooking show which is not so typical like all the other cooking shows. At the same time airing a new platform with a new concept was a challenge. Having industry specialists their job was to bring the platform live. In their show the celebrities actually cooked fan favorite dishes from fan favorite restaurants. There were few other sessions where the audience could actually know things from their favorite celebrities. They successfully brought Tahsan, Jaya Ahsan, Bidya Sinha Mim and Arefin Shuvo. They aired these on national TV and online platforms.

RESULT: The results were amusing, Numbers before and after the campaign was showing how successful the campaign was. In the Foodpanda platform, 25% active monthly users increased, 35% numbers of orders and 29% order volume increased. In Facebook, 10.4 million total video views along with 91% increase in minutes view of the contents, 76% increase in video engagement. In YouTube, 1.4 million video total views, total subscribers increased 81%, Increasing numbers of 86.2% impressions, 71.5% platform views, 88% watch time & 60.42% unique users. Brand wise it has gained +7pp top of mind awareness and +5pp brand preference.



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Best Use of Digital Media
Airtel Eid Challenge
Agency: FCB BITOPI



GOLD



BACKGROUND: During Eid, youths out with friends and showing-off their new Eid-clothes is a special agenda. But Eid UL Fitr 2021 was restricted because of pandemic and lockdowns. Airtel wanted to create an opportunity during Eid lockdown by creating a platform where youths can flaunt their Eid-clothing.

OBJECTIVES: To be relevant with the mass youth and create engagement with the brand during Eid.

CORE IDEA: TikTok is one of the most trending social media amongst the youth of Bangladesh today. They wanted leverage on this trend and created a campaign with "TikTok" at the heart of it. There are numerous trending video topics that can be found on TikTok – and one of them is to change wardrobes synced with a popular song. And that's how their idea was born: do a TikTok challenge and ask people to show off their new Eid clothes. The best TikTokers would get featured in the airtel buzz Facebook page and lucky winners will win a Samsung smartphone.

EXECUTION: They commissioned Fuad Al Muqtadir to remix an evergreen and nostalgic Eid song "Chaader Palki Chore" by Abdul Hadi. The campaign was launched with three popular social media celebrities – Rafsan, Porshi and Tawhid Afiridi, who made their own TikTok videos prompting people to participate in the challenge. They would judge all the TikTok videos and declare the winners. they also onboarded some micro influencers to start the ball rolling. From Eid day 1 to Eid day 3, one of their judges came live from the airtel buzz Facebook page and reacted to the TikTok submissions and then finally selected the winner of the day.

RESULT: The campaign was a mega success, getting more than 23 thousand TikTok video submissions. The hashtag '#airteleidchallenge' got over 44 million views. DRS – Digital reception data showed that the brand's positive sentiment grew by 77% compared to pre-campaign period.

Best Use of Digital Media
COVID - 19 Rapid Response
Agency: Asiatic Mindshare Ltd.



SILVER



BACKGROUND: On 8 March, the first three known coronavirus cases were confirmed in Bangladesh. Fear and anxiety spiked as people were unsure about how to handle the impending pandemic. Amidst the dread and suspicion an outbreak of misinformation surrounding COVID -19 was spreading through social media.

OBJECTIVES: Due to inadequate digital literacy, the ability to assess the accuracy of this information is limited, leading to widespread rumors among the mass population.

CORE IDES: BRAC understood the need of the people for a reliable source of clear and accurate information FAST. As an immediate measure, a ramped-up rapid response plan was developed to curb the health emergency and protect people. To accomplish that, BRAC devised their largest digital media campaign in three key adaptive phases: Inform – Motivate – Persuade.

EXECUTION: Inform - First BRAC wanted to Inform people through messaging on: Social Distancing, Respiratory Hygiene, and Self-Quarantine (To limit the spread the COVID

-19). 20 Video contents were created and promoted within a few weeks to create awareness in March and April. BRAC also created a progressive web app, 'Coronarodh' where people can check and assess common symptoms of Corona.

Motivate - Secondly their goal was to motivate people to follow and maintain safety measures during the pandemic. A music video featuring Kuddos Byoti was promoted due to his mass appeal among people most susceptible to rumors. In the music video Kuddos Byoti motivated people to know the facts about Coronavirus and maintain safety precautions. Finally, BRAC reinforced their message to persuade people to maintain safety measures throughout the pandemic through key influencer partnership and celebrity endorsement.

Celebrities like- Chanchal Chowdhury, Rafiath Rashid Mithila, Ferdous Ahmed, and Bidya Sinha Mim and others.

RESULT: 151 Mn Impression generated- Around 18.75 million people have been reached as part of BRAC's COVID-19 awareness campaign. Generating 26 Mn video views. 277x increase in post comments. 78x increase in post shares during the campaign period.

Best Use of Digital Media

Teaching Sign Language through Interactive Banner

Agency: Asiatic Mindshare Ltd.



SILVER



BACKGROUND: There are more than 30 lakh profoundly deaf people in Bangladesh. This means 1 in every 50 persons are in need of sign language. Grameenphone being a Technology enabler took the initiative to Teach Sign Language to general people by leveraging popular technology platforms.

OBJECTIVES: The objective was to aware internet users and teach them basic sign language and instill a sense of understanding that “With a little effort we can make the world a much more accessible place for the profoundly deaf”.

CORE IDEA: Sign Language being a visual communication, they thought the best way to achieve their goal is to use Display Media Platform in a completely new and Innovative way. The way no one has done it before. Hence, they came up with the idea of an Interactive Rich Media Banner where they gave users the freedom to interact and learn 4 basic words that they use in our daily life regularly: Dhonnobad, Dukhhito, Valobashi, and Shundor.

EXECUTION: Let's have a look at the user journey of the banner: The Banner would come up on a user's screen with a Question: 'Shobdo Chara kibahbe bolbo' (in Bangla).

The 4 Words prompted then after. After users clicked on each word, they showed them the expression of that word in Sign Language. During the campaign, each video was targeted to 7 different YouTube audience based on the following Topics: Cooking, Gadget, Gaming, Makeup Tutorial, HD Video, Music Streaming, and Sports.

RESULT: Reaching 3 Mn+ users, the Journey ended by driving these users to Grameenphone YouTube Channel where videos of these sign languages were hosted as Tutorials. The videos were watched more than 13,000 hours and played more than 63,000 Times on YouTube. Thus, their simple idea taught 'Thousands', the language of the Silent 's'; through a simple yet innovative Display Banner.

Best Use of Digital Media

Grameenphone Online Etiquette

Agency: Magnito Digital



SILVER



BACKGROUND: Misuse of the internet has become a concerning issue in recent days. With the increasing number of internet users and easy access to the internet, cyberbullying and online harassment have also increased significantly. To stop internet abuse, it is imperative to inform internet users about the right use of the internet and online etiquettes that they must follow. Grameenphone as a socially responsible brand launched the campaign “ইন্টারনেটের দুনিয়ায় জানতে হবে, কোথায় আপনার থামতে হবে” to address the improper use of internet and raise awareness for this issue.

OBJECTIVES: The prime objective of this campaign was to raise awareness for online etiquettes and the appropriate use of the internet through online video communication. In the light of recent events of cybercrime and online harassment Grameenphone stepped in to spread social awareness and deliver an important message on proper internet etiquette through this awareness campaign.

CORE IDEA: The core idea of this campaign was to promote safe and responsible use of the internet to foster a safe digital space for netizens. Through multiple videos and static contents the campaign delivered the message how and why we should follow online etiquette for a better cyberspace. In this campaign, several instances of misuse of the internet were depicted to spread awareness and encourage the audience to follow online etiquette and be responsible while using the internet.

EXECUTION: In the first season they launched an OVC with Grameenphone's brand ambassador Tahsan. The 1 minute 35 seconds long OVC had elements of some contemporary events surrounding the misuse of the internet and delivered a

powerful message of the overall campaign to spread awareness. The OVC was focused on improper use of the internet such as internet addiction, cyber bullying and the bad effects of them. In the second season of the campaign they launched a series of 5 thumb stopper videos of 20 seconds duration on different online platforms. The videos featured 5 different instances of improper internet usage. The grand opening, visuals, storytelling, and surprise element of these videos are all enough to grab the audience's attention. Grameenphone, as a leading mobile network provider, informed their customers to be aware of internet usage. It was a risky and challenging intervention but, as a socially responsible brand Grameenphone was successful in delivering an important message of awareness about internet usage to all the people of the country.

RESULT: Following the launch of the campaign, it created a lot of buzz on the internet and grabbed the attention of netizens. The first OVC of the campaign was a massive success with 18M views, 700K reactions and 200K engagement. they received overwhelming reach, responses and positive feedback from the audience. The thumb stopper videos in the second season of the campaign continued its success and reached a huge number of audience. The first video received 4M views and 56K engagement and the last video of the series got 5M views and 70K engagement. The whole campaign was a huge success in terms of reach, engagement and also raising awareness for safe internet use which was the core objective of the campaign. The campaign successfully spread the awareness of internet etiquettes and communicated the powerful message - “ইন্টারনেটের দুনিয়ায় জানতে হবে, কোথায় আপনার থামতে হবে”.

Best Use of Digital Media

Senora Bhai Bon

Agency: Mediacom Limited



SILVER



BACKGROUND: Women in a male-dominated society like ours encounter many limitations every now and then, and buying sanitary napkins is one of those. They usually buy sanitary napkins from a male shopkeeper or through a male family member and in both cases there is hesitation. Covid 19 lockdown from March 2020, worsened the problem. A huge number of physical store shoppers had to push themselves to turn their daily purchase behavior towards online purchases. Hence, Senora wanted to make male counterparts supportive about the period and come forward in times of her need.

OBJECTIVES: To let the consumers know that Senora is available in ecommerce sites and they can avail it easily just like any other goods.

CORE IDEA: The idea was to portray a story between a brother and a sister. The story would eventually portray the realization of the brother of his sister's problem and himself coming up with the solution to order a pack from online.

EXECUTION: The OVC was made with a very beautiful portrayal of the issue through interaction and conversation between a brother and sister. A brother was seen on the video initially looking for his sister in rooms only to find her on the

rooftop, worried about something and when the brother tries to interact with her, she gets agitated. With the flow of their conversation, we see that the sister is hiding something and does not think her brother will understand the issue if shared. However, later it came out that the brother understands and came up with the solution of purchasing sanitary napkin from ecommerce sites.

RESULT: At first, it received social media attacks as religious extremists, orthodox mindsets, feminazis started to co-relate the campaign with futile topics like sex, masturbation, moral obligations etc. Hate speeches, call to boycott Senora were on rise. But then again there was group who came forward against all odds and scrutinized taboos. Established bloggers, social platforms stated their vote for Senora & raised their voice against all the typical mindsets. Total Reach OVC – 12,493,812 in facebook which was the highest reach in the history of Senora. 238k+ engagements were generated. 70% online sales increased during the lockdown period of March, April and May. 28K organic page likes added during the campaign period. The campaign was a huge success that they drove the content on traditional media. Till now 1.3 million in PR and counting.

Best Use of Digital Media

Coca-Cola Happy 50 Bangladesh Campaign

Agency: WaveMaker Bangladesh



SILVER



BACKGROUND: In 1971, who thought we will be a country one day and now we are celebrating 50 years of independence in 2021. We as a nation have fought valiantly for our Independence and hope that as a nation we continue to become a much larger economy.

OBJECTIVES: On this occasion of 50 Years of Independence Coca-Cola Bangladesh wanted to establish and connect with the celebration of 50 years by connecting with the audience by involving people from all over the world.

CORE IDEA: The idea was to connect Coca-Cola with 50 years Celebration through wishes from all over the world and leverage the use of Digital media to maximize brand connection with TG and based on that they conduct and Coca-Cola Brand Lift Study and identify the success of the campaign.

EXECUTION: The Campaign initiation started with publishing contents in Coca-Cola Facebook Page of people all over the

world and Bangladesh with #Happy50Bangladesh. The campaign contents and Wish posts were amplified across different Media Channels in order to reach out to the core audience. They used Prothom-Alo digital the most visited online platform to drive incremental reach. Coca-Cola expanded the celebration with a Song named "Happy 50 Bangladesh" which garnered great response from Social media platforms.

RESULT: As this was a monumental campaign for Coca-Cola and a milestone year for Bangladesh the campaign generated great response organically and in paid media. Reach: 5.5 Mn Audience and generated Video Views: 8.1 Mn and from all contents Engagement: 10.1 Mn Results from BLS done by Facebook: As this was a core part of their success measurement On Standard Ad Recall Category, The Brand's Score was +5 which is really close to the APAC norms. Also, on top-of-mind awareness the campaign score was +3.9 which is 4 times higher than the APAC norms.

Best Use of Digital Media

New bKash App Campaign

Agency: Analyzen Bangladesh Limited



BRONZE



BACKGROUND: bKash being a friend 'friend in need', has been doing a tremendous job to make their transactions simple, convenient and fast. However, the initial app had some limitations. Hence, the introduction of the New bKash App—with the vision of making bKash future-proof. It had a new outlook and lots of features.

OBJECTIVES: The business objective was to achieve 5 million+ App downloads and 2.5 million+ active user by Sept 2020. The Communication objective was to establish bKash App as a convenient financial solution, creating awareness and talk-ability on the app, and communicate the new services and features to establish bKash as an aspiring brand.

CORE IDEA : The core idea was to listen to the consumers first; understand their sentiment, needs and expectations; and then provide the best possible mobile financial service in the form of "New bKash App". The vision was to establish the bKash App as the most simplified financial solution and speed up the new account opening rate. So, they had to make an integrated digital campaign plan. Followings were in the plan: encourage people to express their expectations, direct communication to drive App downloads, communicating new account opening incentives and promoting new features and services.

EXECUTION: Pre-launch Phase: They created social experiment videos where they asked people to express their expectations from the bKash App. They created a "Make my App" microsite where anyone could build the app interface the

way he/she wants. Tech reviewers were given early access to bKash App, they posted review videos.

Launch Phase: The campaign was launched with the digital adaptation of 2 different TVCs. Communications started through static and dynamic contents, GDN, bumper ads, Digital PR and so on. They started a Universal App download campaign (UAC) to drive direct app download.

Post Launch Phase: They kept communicating the benefits and features of the new App. They Promoted app referral incentives to encourage people to share the bKash App. During the pandemic, a safety campaign was launched to encourage people to transact from home.

RESULT: Social Experiment Videos- Facebook: VIEWS: 1 million+, REACH: 13.5 million+, In YouTube: 70,000+ VIEWS.

App Review Videos- ATC: 183K+ Views, ShajTech: 1.3 M+ views, My Tech Master: 438K+ views, RealTech Master: 245K+ views, Bangla Talkies: 48K+ views, Sohag 360: 21K+ views, Netbit: 12k+ views.

Launch AVs- Facebook: 41 million+ Views, 36 million+ Reach, 4.5 million+ Engagement, YouTube: 13 million+ views.

Entertaining Tutorial Videos- YouTube: 224k+ views, Facebook: 70k+ views, Universal App Campaign- Impression: 3,146,533,311, Clicks: 47,832,150, Installation: 17,005,246, Cost per Install: USD 0.08.

App Downloads CPI: With their continuous optimization and monitoring, they achieved 149% growth in app users (from July 2019 to July 2020) with a CPI which is one third (1/3) of the market standard.



অ্যান্টি-অক্সিডেন্ট ও ফ্ল্যাভনয়েড **এক কাপে**
সমৃদ্ধ ফ্রেশ প্রিমিয়াম টি **কাঁপিয়ে দিন**



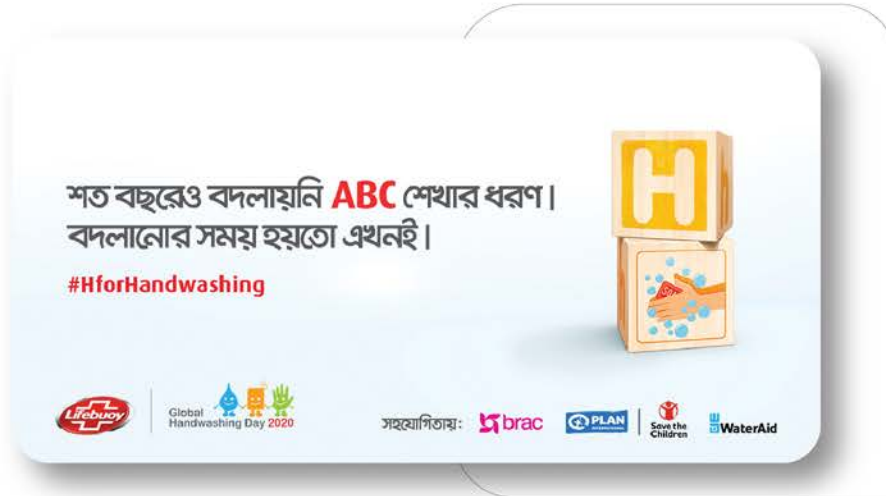
Best Use of Digital Media

Lifebuoy H for Handwashing

Agency: Analyzen Bangladesh Limited
& Asiatic Mindshare Limited



BRONZE



BACKGROUND: Global Handwashing Day (GHD) is an internationally recognized campaign; it occurs on October 15th every year. There has never been a more significant time to change the handwashing behavior of the world - forever. Lifebuoy wants to make a fundamental change to help the world stay protected.

OBJECTIVES: Lifebuoy wanted to play a part in making the constant need of handwashing a long-term behavioral change for their TG even after the pandemic ends, so they started from the root level (Kids) for making this fundamental change. To illustrate this visually, they needed to create an AV.

CORE IDEA: The campaign aimed to transform the letter “H” or “হ” into a symbol of handwashing by making hand washing a part of the curriculum H for Handwashing. Today the importance of the letter H has the greatest impact in the lives of many, as H for handwashing can not only protect one from Covid-19 but also can potentially save one’s life. So, they decided to educate H for handwashing to the children as they are the foundation for a better future through a revolution. The core of the idea lies in transforming the letter H into a symbol for handwashing.

EXECUTION: The AV highlighted school-going children to make the message relatable and convincing as the practice of an essential cleansing activity such as handwashing starts growing during childhood, included elements that are part of children’s

life such as classroom, alphabet placards, blocks, etc. and connected these with “H for Handwashing”, demonstrated a playful yet educative way of handwashing. The children washed their hands with their school uniforms on, which relates to the essential task of practicing handwashing at school and had child-like gestures as children are taught to nod their heads and wave their hands while singing. GHD 2020 was kicked off with Shakib al Hasan’s CTA video where he invited the audience to a microsite which was created in partnership with prothom alo” generating public support for the cause. Prothom alo as a partner further drove the audience through their popular social media page, banner presence and push notification from their webpage. They held a Webinar with the Education Minister and NGO partners where their jingle was played.

KOL activities: KOLs called out for petitions generating over 210,000 organic views. They created their own covers of the jingle & uploaded H hand gesture and updated profile frame. A user generated contest was initiated by Shakib al Hasan, to popularize the “H for Handwashing”.

RESULT: 28,782 petitions were signed. Facebook poll from Prothom Alo’s page also resulted 51.5K Yes, 20.4K No, for H for Handwashing. 587,578 people visited the website. Reached over 17.77M (54% of 33M) @ 3+ freq on Facebook. The film and the jingle became a favourite for both kids and the parents and a popular catchy tune to sing along.

Best Use of Digital Media
Valentines Day - It's OK to be single
Agency: FCB BITOPI



BRONZE



BACKGROUND: Valentine's Day is one of the most celebrated days among the youths and Airtel. So, the youth's brand wanted to take full advantage of that event. Airtel was considered to be a fun and lighthearted brand lacking depth. Hence this campaign was designed to inject some meaning and substance to the brand.

OBJECTIVES: Make Airtel more relatable with the youth. Make the audience engage with the brand in an innovative and unique way.

CORE IDEA: While every brand wants to associate with one of the most celebrated days for youths, Valentine's Day. The challenge arises to stand out among all the clutters of communication. Airtel finds out how most of the youths don't have any significant other to spend the day with. Which eventually leads them to some kind of melancholy and FOMO. Hence Airtel took the challenge to create an "Anti-Valentine's Day" Campaign, where they will comfort all the single boys and

girls to embrace the positive side of being single. And out of this came their campaign "It's OK to be Single".

EXECUTION: To launch this idea of "It's OK to be Single" they created 2 videos, in the perspective of a boy and a girl respectively, where they first portrait what would've happened if that person was on a relationship and how much hardship they need to go through to celebrate this day, followed by the advantages that they can have now since they are single. they promoted this video in Facebook and YouTube.

RESULT: It generated a combined 8.6 million views on Facebook and over 39 thousand shares within 7 days of launching the videos. On YouTube, It had an audience retention of almost 100% during the campaign timeline. Which in retrospect of a 90 sec content is very rare in the airtel's ecosystem.

Best Use of Digital Media

Child Online Safety-2019

Agency: Grey Advertising Bangladesh Ltd.



BRONZE



BACKGROUND: Child Online Safety is undoubtedly a serious problem in Bangladesh. A 2019 survey commissioned by UNICEF brought to light that 32% of respondents reported to have been bullied online for their appearance, examination result, religion, and other reasons. Children of all ages are at risk of exposure to harmful content, exploitation, and abuse.

OBJECTIVES: The objective was to promote how children can stay safe online so that eventually they can get the maximum out of the internet.

CORE IDEA: While the objective was to promote online Safety, they cannot spread fear about using the internet. So, the communication needed to be proactively crafted with a positive tone. Moreover, kids do not like being taught or preached. Hence the tone of communication must be crafted in a manner that educates and entertains them simultaneously. Based on the insights, their BIG IDEA was to address these issues and solve a real-life problem- **ঠিক লাইনে অনলাইনে** (Be on the track online), a campaign that made learning fun.

EXECUTION: If you learn how to stay safe online and share with your parents in case of any difficulties, the Internet becomes a beautiful place full of potential for you. To promote online

safety for children and parents through fun and engaging ways, they have created a web series consisting of 5 episodes that addressed 5 different everyday life problems that kids are facing online, ranging from- Body shaming to Catfishing. Keeping the contents entertaining and engaging while giving out serious messages as such, was immensely challenging. Hence, they made the contents as playful and engaging as possible by using social media features like in-video voting, polling, boomerangs, loop videos etc. Both their desired target audience, Children and their parents were heavily engaged to their contents, both static and video. They have also seen a significant spike on their call to action website Digiworld, a platform to ensure safe internet experience for both children and their parents.

RESULT: The web series was published across all social media platforms of Grameenphone. OTT platform Bioscope also released the web series due to its popularity among their TG. Thousands of people interacted in their polls and in-video questions. It was an eye-opener for many who have taken online safety for granted. The campaign was a huge success across digital media platforms: Social Media Reach 38M, Total video views 11M, Total interactions 255K, 113K clicks to Digiworld website, The extended school activation leg of the campaign reached 590K+ students and 200K+ parents.

Best Use of Digital Media

Dhaka Half Marathon 2021

Agency: Purplebot Digital Limited



BRONZE



BACKGROUND: Before the pandemic, for the past 3 years, the Dhaka Half Marathon organized by Dhaka Run Lords had been the biggest running event in Bangladesh. It would empower thousands to nurture their physical and mental health during Covid-19. The only way to organize a marathon this year was going digital.

OBJECTIVES: They needed a strategically executed proof of concept as this was never done in Bangladesh. After developing the online platform and technology, they had to organize smaller-scale virtual runs to troubleshoot and attract sponsors. Most importantly, they needed to teach the people of Bangladesh how to run a marathon virtually.

CORE IDEA: In December 2020, the Dhaka Next virtual platform was developed. It enabled personalized paths, real-time tracking, leaderboards, and running maintaining social distancing. After registering and syncing their phones with the running app, Strava, runners could run anywhere in the world. The first 10K run was organized without sponsors as no one believed this was possible in Bangladesh. The event was pulled off with 1000 runners. Using this as the sandbox, they smoothed out the bugs, streamlined the UX and utilized the success to earn the confidence of sponsors. The target now was to educate the mass for the main event.

EXECUTION: During the 3 month campaign, they carefully crafted a multi-faceted approach through their constant communication from social media platforms, video tutorials, weekly interactive live sessions with community veterans and their virtual runner's bootcamp along with multiple trial runs.

The Facebook page, along with the BD-Runners community was the hub for all their communication. They utilized highly targeted ads, expert running tips, instructions, user-generated content and inspiring stories for community engagement. They partnered up with their sponsors to execute concurrent co-branding campaigns to leverage on their existing brand visibility. PR coverage on radio, newspaper and television were insured to maximize the impact. Shakib Al Hasan also came on-board to motivate the passionate runners and share some valuable expert tips. In association with Women's Horlicks, they successfully executed their women empowerment campaign as one of their key objectives this year was to break the social stigma and negative stereotypes surrounding women runners.

RESULT: As a result, they managed to run, outrunning the pandemic. They lifted the spirits of people during the pandemic by spreading positivity and championing mental and physical health. They had more than 3100 participants across 51 districts in Bangladesh and 22 countries across the world. They not only ran on land, some even ran on ships in the middle of the ocean thanks to their versatile digital platform. Almost 500 women participated this year making it a milestone event. Above all, this was just the starting point as they managed to revolutionize the future of fitness and running in Bangladesh. In terms of social media numbers, the official Facebook page garnered 3.5M Impressions, 2.7M Reach and 140k Engaged Users (Facebook data based report powered by whatagraph.com) throughout the period. Additionally, 1.5M additional impressions (projected) were made from organic user generated contents, and 2.2M Impressions (projected) were generated through PR.

Best Use of Digital Media
Bhalobashar Epith Opith
Agency: X



BRONZE



BACKGROUND: Mobile phones were genuinely created to bring people together, however quite the opposite is seen to be happening more nowadays; people giving their phone screens more time than the dear ones present with them. Hence it's creating distance altogether.

OBJECTIVES: As a phone brand, the core objective was to create an interesting and engaging content in a relevant media where their TG is always present and that would bring the couples together on the occasion of Valentine's Day.

CORE IDEA: They came up with an enigmatic way of storytelling; a beautiful story of a boy and a girl; then they played a thoughtful good trick there. The story was divided into parts; in one part it showed the boy's side only and in another it was the girl's. And the enigma was, the story wouldn't be understandable if played on one screen. So it had to be played both stories in 2 different phones side by side to understand the whole story. As stated previously people even with loved ones get busier with smartphones rather than

spending time together. So, they thought why not let these screens make them come together. That's how it brought couples together on Valentine's day.

EXECUTION: As much as unique and enigmatic the idea was, it was still very fresh and thus challenging to find the right director who would make the perfect screen balance. They approached Raka from Chaa Shingara (wing of Applebox films) and she was enchanted to hear the story and finally she agreed. They completed the shoot for 2 days and finally released it on the 13th February, a day before Valentine's day.

RESULT: After the campaign was launched, the videos got almost 2 million views, 2.5k shares, 12k comments and 37k reactions. They shared on social media how to watch it too. And people started sharing pictures on social media of watching it together on 2 phones; hence being together with loved ones. So, the very same device that created distance was bringing people together once again.



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Brand Experience & Promotion

Sasroyee Pushti, Shade Sontusty-A Nutrition Awareness Campaign for Underprivileged Population

Agency: BrandyLane 360 Ltd.



SILVER



BACKGROUND: In Bangladesh, an estimated 30 million people still live in extreme poverty. With the outbreak of the global COVID-19 pandemic, in 2020 the malnutrition situation deteriorated – especially for the low-income people of Bangladesh. As per the report from UNICEF, malnutrition could aggravate the effects of COVID-19 in mothers and children and make the current crisis an inter-generational one. The greater effort was needed to ensure that essential nutrition services are operating at full capacity.

OBJECTIVES: The main objective behind this campaign was to highlight the importance of nutrition to build up the required immune system during the pandemic, especially to the lower segment of the society who lack the financial ability to consume nutritious food and demonstrate the importance of COVID hygiene to protect themselves from the possible outbreak of the virus, especially the lower segment of the population.

CORE IDEA: Realizing this need, Arla Foods Bangladesh, the house of the most loved milk brand DANO, came up with the idea to reach to the low-income people of this country with the nutrition of milk at an affordable price. The agency partner “BrandyLane” teamed up with “Arla” and together launched the campaign “Sasroyee Pushti Shade Sontusty”. The core idea for these 3 months long campaign was to highlight importance of milk intake during this pandemic circumstances. Describe the health benefits of nutritious food and send out the message tagging the brand DANO Daily

Pushti that milk nutrition can now be availed at a very affordable price with the special SKU & pricing of DDP considering the poor segment of the population. Through this campaign they wanted to reach the maximum number of people to create COVID awareness & demonstrate the importance of nutritious food intake.

EXECUTION: This campaign was executed in different parts of Bangladesh including Dhaka, Gazipur, Savar, Keraniganj, Munshiganj, Mymensingh, Sylhet, Chittagong, Barisal, Comilla & Bogra. Their activation team successfully delivered the message especially in the densely populated areas. The importance of nutrition intake, affordable access to milk and Covid hygiene were demonstrated through audience friendly voice over, song and drama. Each event started with COVID-19 awareness, mask distribution and sanitization. To create public attention the highlight of the campaign was introducing the ‘DANO COW’ – a mascot that drew huge crowd attention and helped to concentrate on the messages. The activation also provided the opportunity to try nutrition Dano Daily Pushti on the spot.

RESULT: BrandyLane360 Ltd. has been successfully partnering this initiative of reaching out 1 million people directly & 4 million indirectly since the beginning. The activation reached 8.5 lakh people. Through this campaign they have also tried to ensure the SDG goal “Good Health & Well Being” among the susceptible population of the country.

Brand Experience & Promotion
Confidence Kit
Agency: Mediacom Limited



SILVER



BACKGROUND: About 70% women of the country get to know about Menstruation hygiene only after they have their first period. And most of the girls begin the journey with embarrassment, fear etc. because no one gave them the information beforehand. Menstruation is a natural process but everyone hesitates to talk about it. Even in this urban society mothers don't know how to start the conversation regarding menstruation. Hence, Senora being the fast mover in sanitary napkin category came up with a "Confidence kit" which will serve the purpose of that orientation.

OBJECTIVES: To reach maximum household with the message that the confidence kit is available and anyone can avail it through calling in Square Toiletries Limited toll free number. Also helping mothers prepare their child for the future.

CORE IDEA: A mother is said to be the person who teaches

most to the things to her kid, hence the core idea was to target mothers to inspire them that give your child proper knowledge and prepare them for the future.

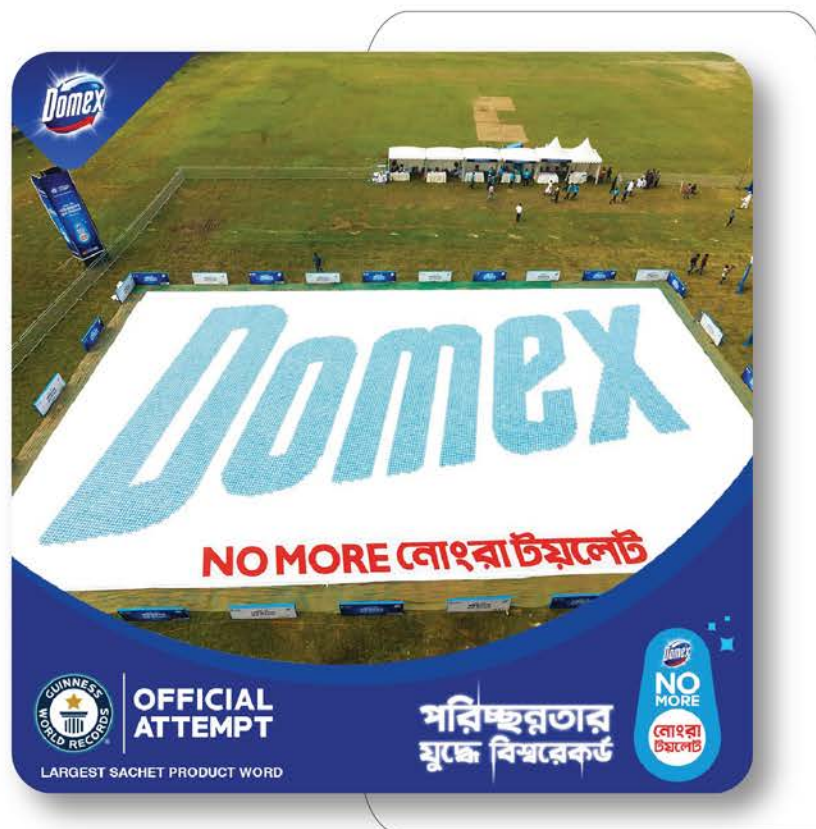
EXECUTION: Everyday a mother prepares her daughter for upcoming obstacles in her life without any hesitation then why not for her first menstruation. In the TVC, we get to see a mother who is slowly preparing her daughter for daily life activities like cycling, baking, science project, etc. And she realizes she also needs to teach her kid about Menstruation hygiene.

RESULT: After a short span of time, there was a huge response from different part of the city for the confidence kit. The target was to send 5000 Kits but they ended up sending 20000 kit around the country and can easily claim that they delivered awareness to 20000 girls who will start their journey with confidence.

Brand Experience & Promotion
No More Nongra Toilet
Agency: A For Action



BRONZE



BACKGROUND: Unilever Bangladesh was going to launch Domex in Bangladesh Market. Before launching they researched about toilets in school all over Bangladesh. 3 of any 4 schools have very dirty toilet. Around 2CR children are at risk of being affected by Cholera and Diarrhea. So, they planned to take action against dirty toilets through the launching event. Domex launching event involved teachers and students from 100 schools, hundreds of volunteers, media persons to win the war on poor sanitation.

OBJECTIVES: The objective was to create mass awareness among people about poor sanitation by making Guinness World Record through the launching event.

CORE IDEA: The core idea was creating and sustaining hype through a record making launching event and create a sustainable social impact.

EXECUTION: Facebook event, People engagement, PR Media involvement, Event & Guinness World Record.

RESULT: Guinness Record of making the biggest product name with product packages. These packages have been used for cleaning more than 100 of school toilets in all divisional cities of Bangladesh.

Brand Experience & Promotion
**Savlon Hand Sanitizer Awareness
Building Campaign**
Agency: ACI Consumer Brands



BRONZE



BACKGROUND: In 2020, people of Bangladesh were unaware of the horrors of Covid-19 and when the pandemic hit, people were incarcerated for months. It was necessary to educate the people of the insidiousness of Covid-19 and remind them of the ongoing pandemic when they started to venture out for a living.

OBJECTIVES: The brand's objective was to ensure that people don't forget about the pandemic whilst being out & about and get all the necessary hygiene stuff at arm's length.

CORE IDEA: People who were going out often failed to realize that the pandemic was still ongoing and failed to ensure proper precautions. Thus, by being at the right place at the right time, Savlon planned to ensure maintenance of

necessary hand hygiene & to provide essential hygiene products to the people.

EXECUTION: The campaign aimed to reach people by maintaining a presence in 83 places with heavy foot traffic i.e. ATM booths, corporate offices, hospitals, modern trade outlets, transport terminals and so on. around the country and availing automatic hand sanitizer dispensers to the people. Along with this, Savlon also placed ready-sales booths to ensure that people, when reminded, can also avail necessary hygiene products.

RESULT: The awareness campaign reached around 20 million people.

Brand Experience & Promotion
Clemon – Do It Yourself
Agency: Adcomm Limited



BRONZE



BACKGROUND: Clemon, one of the flagship brands of Akij Food & Beverage Ltd. It has been quenching the thirst of thousands of people in Bangladesh who love colorless drinks. It occupies remarkable market share in urban, semi-urban and rural areas. It is a youth-centric brand with a tagline that strategically equips it with an outspoken voice. In 2021, Clemon launched a campaign based on freshness in innovation.

OBJECTIVES: Connecting to the TG and creating brand resonance. Generate talkability about the campaign. Implanting thought of freshness and maintaining TOMA in the consumers mind. Attempt to educate public on recycling of plastic bottles.

CORE IDEA: The core idea was to educate people regarding recycling of plastic bottles and then arranging a contest for them to participate and showcase their fresh innovative ideas. Since Clemon's tagline is "Ofuronto Freshness", the campaign was giving people the opportunity to have a fresh take on recycling and stay in the consumers mind as the idea would be the symbolic expression of freshness. The strategy was to invite people to show their creativeness through recycling plastic bottles. The campaign resulted in massive interaction between the brand and consumers.

EXECUTION: The target was to connect with the TG who spend most of their time online. They created a OVC that portrayed a highly influential personality – Nuhash Humayun, talking directly to the youth about creativity with recycling. Upon a sip of Clemon, he begins to communicate about creativity through recycling plastic bottles. He appears with 3 separate protagonists encouraging them on what they created. The ovc ends with Nuhash Humayun asking to participate in the contest to show utmost creativity. Clemon's tone of voice has always been refreshing, clear and outspoken. The story of the ovc encourages the TG to participate in the contest and age definitely was never the limit. It mainly resided in digital media and had slight gushes in activation as well. PR was released on magazines and papers. This chilled and refreshing approach of the brand attracted a lot of attention from its targeted TG.

RESULT: The OVC have been viewed 2.5 million times on Facebook, over 2 thousand comments in an average, and over 400 shares. The campaign reached approximately 8 million people on facebook via Clemon's page and other individual shares as well as shares in different groups. The campaign generated massive talkability among the TG. The campaign heavily influenced the TG into recycling and creativity.

Brand Experience & Promotion

Smartpick

Agency: High Voltage Limited and Mindshare



BRONZE



BACKGROUND: 2020 is marked to be the dark year in modern history, the year the whole world stood still as an unseen predator prowled the path of mankind threatening the very existence, Covid-19 Pandemic. The world along with Bangladesh came to a halt to curb the outbreak of the virus. Thus challenging the overall status of any business to operate on standard grounds. With great challenge comes great improvisation, this story was about breaking through to find a way even if the back is against the wall.

OBJECTIVES: During the pandemic they still wanted to generate trials through Brand Communication among specific target groups and collect data, maintaining the safety guidelines of the pandemic.

CORE IDEA: With 41 million to be reached using Facebook adverts, projects provide a huge opportunity for tailored Brand Sampling Communication then converting it to contactless doorstep sampling through delivery channels by strictly maintaining the safety guidelines. Great Challenges come with great improvisation, Smartpick is a platform to sample products and communicate brand virtually to create Brand Preference.

EXECUTION: The challenge was to create brand preference by product sampling and trial generation during the pandemic lockdown, thus a unique dimension of brand

experience and communication was created by blending digital communication and physical trial. To begin with, the digital team sorted the consumer data from UBL and HVL databases to create customer profiles and targets with respect to Brands. Offer Ads were placed on Facebook targeting the exact profiles with a CTA of free giveaway product communication. Consumers were then taken through an information (name, contact number, delivery address) shared round by a bot then landing on the brand communication ad when clicked on the Offer Ads. Finally, after all the information gathered and brand message communicated, the delivery confirmation was sent to the customer. The Delivery Team ensured the Contactless Doorstep Delivery within 3 days, at any corner of the country.

RESULT: Smartpick consumer interaction with basic questions gave the brand an insight of the effectiveness of the brand communication, this data was used to redesign communication. After the first contact with Smartpick, the consumer data was used to remarket the consumer to redirect to Ushop, hence creating more avenues. Every data collected by Smartpick was authorized by UBL to use as its primary data which was used to articulate consumer behavior and remarketing in Digital and Convention Media. Total Contact: 30,206; Sample Delivered: 25,406.

Brand Experience & Promotion
Shikhbo Beshi, Parbo Beshi
(Learn More, Do More)

Agency: Integrated Marketing Service Ltd.



BRONZE



BACKGROUND: Banglalink is continuously working with partners like Facebook to identify women subscribers from its base to provide them the opportunity to participate in the digital ecosystem. “Learn More, Do More”, a joint program from Banglalink & Facebook, at least 20,000 female workers have received free training on using Facebook and navigating the digital landscape.

OBJECTIVES: Onboard RMG workers to Facebook as a learning platform and create a community to learn new skills.

CORE IDEA: Onboard RMG workers as regular data users and create 1500 influencers (Sathi Apas) to train more women among their peer group to increase digital literacy.

EXECUTION: It was a three month long on ground activity to execute three core objectives. Onboard RMG workers to Free Facebook platform, Train RMG workers on 4 topics- Financial Savings, Self Defense, Child Education, Health & Nutrition and finally Facebook based community to continue the online learning.

RESULT: They have on boarded 35,000 RMG workers in Facebook platform, 19,000 RMG workers were given training on Financial Plan, Health & Nutrition, Child Education and Self Defense. They have observed 61% retention of new data users in the campaign areas (Savar, Gazipur & Narayanganj) and 91% incremental data usage.

Brand Experience & Promotion

Surf Excel Car Free Street Day

Agency: Market Access Providers Limited (CarrotComm Limited)



BRONZE



BACKGROUND: Dhaka, a home to almost 9 million people, has millions of kids who were being deprived of a colorful childhood for unplanned urbanization. DTCA, along with Surf Excel, took this initiative called, "CAR FREE STREET DAY". Where first Friday of every month Manik Mia Avenue becomes a street of freedom.

OBJECTIVES: The main focus of this initiative was creating a safe and free environment for children to roam around and engage in activities which require an open space.

CORE IDEA: They imprinted the values through the copies in their branding materials. Hundreds of kids showed up every Friday, and for three hours, they witnessed the values communicated in their branding materials through copies, made friends and took part in activities in this festive atmosphere.

EXECUTION: Car Free Street was started by Dhaka Transport Coordination Authority (DTCA) where it was decided to close 200 meters of Manik Mia Avenue Road in front of the National

Parliament Building, from 8am to 11am on the first Friday of every month and dedicating the space to people for recreation. On November 2018 Surf Excel, a brand of Unilever Bangladesh, became a partner in this initiative, jointly launched by the public and private sectors in association with Dhaka Metropolitan Police (DMP). Though most children bring their own sports equipment the organizers also supply their own provisions to the children. The parents who accompany the children are also seen engaging in different activities. People of all ages have now joined this initiative and they are seen exercising, riding bicycles, chatting, and playing games.

RESULT: Mohammadpur, Farmgate, Monipuripara, Asad Gate etc. Children and guardians keep waiting in anticipation for this day every month. People from all walks of life regularly inquire and reach out to the organizers looking for information about the upcoming event. Significant engagement was noticed on the Facebook event page through the inquiries, likes, comments etc.

Brand Experience & Promotion
Supreme Surokkhar Aboron
Agency: Mpower



BRONZE



BACKGROUND: Every year, many people suffer from cold related illness and even death for the lack of warm clothes during winter. Supreme being a brand that talks about covering everyone in a bubble of anti-bacterial protection. Naturally they wanted to make that bubble bigger by talking about protecting people from the cold winter through their সুপ্রিম সুরক্ষার আবরণ campaign.

OBJECTIVES: The objective was to create awareness about the lack of winter protection. Maximize the number of donations.

CORE IDEA: They wanted to portray the situation from the perspective of their core demographic in the OVC, so they could create a relatable story in a very organic way. So, they crafted a familiar story about relating to the fact that no matter where you are from and who you are, you want to protect your loved ones from harm.

EXECUTION: Their country has a tradition of eating warm Pitha during the cold of winter. They used this sentiment to focus on the many people who actually make a living selling warm Pitha, who can't always afford winter clothing. In the OVC they followed the Journey of a couple, wearing warm clothes and going outside to eat pitha. The one who made the pitha though, gave her shawl to her son who felt cold. As we always want our loved ones to feel warm and protected even at the expense of our own. This one feeling is so easily relatable and so unifying that through this moment they connected to 10.22 million viewers.

RESULT: Besides getting millions of audiences, 25k shares and 337k engagements, the video gathered widespread appreciation from the advertising community. The video was shared in Brand Forum and tons of other pages. The video garnered so much positive image that it was used in a EMBA class in Dhaka University as a study of how brands should make their videos.

Brand Experience & Promotion

Pathao Joker Campaign

Agency: X



BRONZE



BACKGROUND: Though Pathao was very renowned for their ride sharing service at that time, they were struggling to establish their food delivery service. Joker movie was launched worldwide and Pathao took the opportunity to make a big move to establish their new service by collaborating with Cineplex.

OBJECTIVES: The main objective was to create brand affinity and mass awareness regarding the food service. Pathao wanted to run a campaign which will help them to become the leader of the industry.

CORE IDEA: The main communication line was “Let’s Put a smile on those faces” which was the actual idea for this campaign. Increase the brand affinity by giving free delivery of the ordered food to the consumers with 2 free movie tickets along with digital contest and other PR activities which brought this brand and the campaign to accomplish its core purpose.

EXECUTION: The campaign was divided in different phases. Here are a few activities which was done in this campaign: Circulating the free food delivery among 100 lucky winners by

the joker dressed delivery men in 5 days in different points of Dhaka. Utilizing the digital platform, they launched the ‘Spot The Joker’ campaign in Facebook & Instagram using the hashtag #SpotTheJoker and #PathaoXCineplex. People share roaming jokers’ picture with hashtags. With the highest comment and reaction, the top 10 winners get 2 Joker movie tickets for free. Here they also leveraged the community engagement for better engagement. To take it to the another level, they did PR activities where we tagged influencers, celebrities and big personalities like Zunaid Ahmed Palak (ICT Minister), Maria Noor, Shakib Chowdhury, Kareena Kaisar. They have done impromptu story snaps to create a greater hype. Moreover, they gave RJ endorsements on pick hours for 5 days.

RESULT: Besides getting millions of audiences, 25k shares and 337k engagements, the video gathered widespread appreciation from the advertising community. The video was shared in Brand Forum and tons of other pages. The video garnered so much positive image that it was used in a EMBA class in Dhaka University as a study of how brands should make their videos.

Campaign for Women
Senora Bhai Bon
Agency: Mediacom Limited



GOLD



BACKGROUND: Women in a male-dominated society like ours encounter many limitations every now and then, and buying sanitary napkins is one of those. They usually buy sanitary napkins from a male shopkeeper or through a male family member and in both cases there is hesitation. COVID-19 lockdown from March 2020, worsened the problem. A huge number of physical store shoppers had to push themselves to turn their daily purchase behavior towards online purchases. Hence, Senora wanted to make male counterparts supportive about periods and come forward during women's time of unease.

OBJECTIVES: To let consumers know that Senora is available in ecommerce sites and they can avail it easily just like any other good.

CORE IDEA: The idea was to portray a story between a brother and a sister. The story would eventually portray the realization of the brother of his sister's problem and himself coming up with a solution to order a pack of Senora from online platforms.

EXECUTION: An OVC was made with a very beautiful portrayal of the issue through interaction and conversation between a brother and sister. A brother was seen on the video initially

looking for his sister in their house only to eventually find her on the rooftop. At first glance she seems worried with something and when her brother tries to interact with her, she gets agitated. With the flow of their conversation, the audience see that the sister is hiding something and does not think her brother will understand the issue if shared. However, later it came out that the brother understands and came up with the solution of purchasing sanitary napkin from ecommerce sites.

RESULT: At first, it received social media attacks as religious extremists, orthodox mindsets, feminazis started to co-relate the campaign with futile topics like sex, masturbation, moral obligations etc. Hate speeches, call to boycott Senora were on rise! But then again there was a group who came forward against all odds and scrutinized taboos. Established bloggers, social platforms stated their vote for Senora & raised their voice against all the typical mindsets. Total Reach OVC – 12,493,812 in facebook which was the highest reach in the history of Senora. 238k+ engagements were generated. 70% online sales increased during the lockdown period of March, April and May. 28K organic page likes added during the campaign period. The campaign was such a huge success that they decided to drive the content on traditional media. Till now 1.3 million in PR and counting!

দেখি নগদে বেশি লাভ

সর্বনিম্ন ক্যাশ আউট চার্জ

নগদ অ্যাপে সেভ মানি ফ্রি

টাকা পাঠানো যায় যেকোন মোবাইল নাম্বারে

টাকা রাখলে বেশি লাভ

ব্যাংক ও কার্ড থেকে টাকা আনা যায়

সরকারি ও বেসরকারি লেনদেন করা যায়

সেবা মোবাইল রিচার্জ অফার

বিল পে ফ্রি

নগদ একাউন্ট খুলতে ডায়াল

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নগদ

ডাক বিভাগের ডিজিটাল লেনদেন

Campaign for Women
**Prothom Alo - NotHerFault - International
Women's Day Film**
Agency: The Big Content Ltd.



GOLD



BACKGROUND: Many organizations and corporations celebrate International Women's Day by posting content that honours women's contributions or just wishes them well. They took a different approach, aiming to create content that would breach social taboo and shift society's mindset. According to their findings, rape victims are perceived as a burden in our society. Furthermore, they are the primary sufferer of victim blaming. Through this campaign, they wanted to remove the victim blaming culture.

OBJECTIVES: Bringing positive impact on the lives of women, Changing the problematic mindset of the society. Breaking the social taboo surrounding rape victims.

CORE IDEA: They wanted to challenge the victim blaming mindset by treating rape just like any other accident. No victim can be held accountable for the accident that happened to them.

EXECUTION: In the film, a boy and his family have come to see a girl for marriage, and later discover that she is a rape

victim. The girl doesn't try to hide the fact and instead is very open and upfront about it. Though the boy's family is taken back by this fact, the boy, being the representative of new generation, steps up and sides with her. As the audience see in the film, rape victims are constantly bombarded with unpleasant questions and remarks from the society. As the name suggests, the event of rape is not her (victim's) fault. Through this film the brand expressed solidarity with rape victims by condemning the victim blaming mentality. For this campaign, they partnered up with Prothom Alo. Then there was Bidya Sinha Mim who was so moved by the story and its depth that she performed on it from the sense of social responsibility without demanding any charge.

RESULT: #NotHerFault has received tremendous audience response with close to 4 million views and 15,000 shares on Facebook and YouTube combined. Articles were published in local newspapers praising the work. The actress Bidya Sinha Saha Mim and the director Mahathir Spondon were interviewed by renowned newspapers. Altogether, the film was successful in achieving its intended results.

Campaign for Women
Freedom Deaf Society Campaign
Agency: MBA Bangladesh



SILVER



BACKGROUND: According to Population Census 2001 National report about 13 million people are suffering from variable degrees of hearing out of which 3 million cases lead to disability. And majorities are women who encountered communication barriers when accessing health services in the country. Due to lack of necessary skills and information it's becoming challenging for them.

OBJECTIVES: Menstruation is not being openly discussed in Bangladesh due to cultural belief and social norms. Objective of the campaign was to educate the deaf women how to hygienically manage their periods. They wanted to remove the language barrier and educate them about the hygiene that they should maintain during periods.

CORE IDEA: Girls often face period related health issues and this is even more difficult for the people with speech and hearing impairments. Thus, the core idea of the campaign was to tap into the minds of deaf women using an event and increase their confidence while removing the language barrier and becoming the voice of the deaf women and educate them on menstruation and hygiene.

EXECUTION: The Execution of the Campaign mainly

happened in 2 Phases: 1st Phase was when Freedom arranged a session with the members of “Female Deaf Society” where they showed them video content in the language they could understand : “Sign language”. The video was all about creating awareness during periods and they have used a narrator and a sign language user so that they could express their intentions clearly with the targeted women. Freedom organized an event in collaboration with the “Bangladesh Female Deaf Society” where they showcased this video in front of around 150 deaf women. The Core tagline being “#ShareIfYouCare” so that these contents could be circulated among those disabled women. 2nd Phase was more of integrating with social media where the content was published and needed to reach the core female audience so that they could also share the initiative and also contribute to the cause, also spreading the message within their community.

RESULT: Apart from just generating awareness among the community the content in social media generated good results for the brands. The campaign generated the following results: 65,064 engagements; 667,702 impressions; 524,193 reach, and Viewed by 35,020 targeted female TG.

Campaign for Women
Confidence Kit
Agency: Mediacom Limited



SILVER



BACKGROUND: About 70% women of the country get to know about Menstruation hygiene only after they have their first period. And most of the girls begin the journey with embarrassment, fear etc. because no one gave them the information beforehand. Menstruation is a natural process but everyone hesitates to talk about it. Even in this urban society mothers don't know how to start the conversation regarding menstruation. Hence, Senora being the fast mover in sanitary napkin category came up with a "Confidence kit" which will serve the purpose of that orientation.

OBJECTIVES: To reach maximum household with the message that the confidence kit is available and anyone can avail it through calling in Square Toiletries Limited toll free number. Also helping mothers prepare their child for the future.

CORE IDEA: A mother is said to be the person who teaches

most to the things to her kid, hence the core idea was to target mothers to inspire them that give your child proper knowledge and prepare them for the future.

EXECUTION: Everyday a mother prepares her daughter for upcoming obstacles in her life without any hesitation then why not for her first menstruation. In the TVC, we get to see a mother who is slowly preparing her daughter for daily life activities like cycling, baking, science project, etc. And she realizes she also needs to teach her kid about Menstruation hygiene.

RESULT: After a short span of time, there was a huge response from different part of the city for the confidence kit. The target was to send 5000 Kits but they ended up sending 20000 kit around the country and can easily claim that they delivered awareness to 20000 girls who will start their journey with confidence.

Campaign for Women

Jui Phone Uthao Dekhiye Dao

Agency: Sun Communications Limited



SILVER



BACKGROUND: Sexual violence against women is one of the top-rated news across media in Bangladesh. Jui had already launched a mass awareness campaign on this issue. Now is the time to also empower women with a realistic solution.

OBJECTIVES: Create a campaign with a realistic solution for women to stop sexual violence against them.

CORE IDEA: Silence will not help, where we already have a strong tool in our hand like smartphones. So whenever and wherever women face sexual harassment, they can now protect themselves by using it.

EXECUTION: They designed an offer to win a smartphone with every purchase of Jui coconut oil. In their campaign audio visual, they showed how women can easily raise voice against any sexual harassment with their smartphone. The video was shared in social media and TV.

RESULT: 13.2 Million Reach, 7.3 Million Video Views and 28% IMS Unit Growth of Sales.

Campaign for Women

Jui Stop Sexual Violence

Agency: Sun Communications Limited



SILVER



BACKGROUND: In the year 2020 alone, sexual violence against women is one of the top rated news across media in Bangladesh.

OBJECTIVES: Jui as a brand of strength and hope for women, felt responsible to launch a campaign to raise mass awareness on this issue.

CORE IDEA: To put guilt on the minds of people and encourage women to not keep silent and rather speak up whenever there is sexual violence against them.

EXECUTION: The film tells a story not so unknown but the unfortunate encounters women face daily; from unwanted male gaze to being groped on the street, from being raped on the bus to being shamed by society. Even little girls fall prey to these sexual predators. With this film, they aided women with emergency helplines to lodge complaints and integrated JUI toll-free number, national helpline for this purpose.

RESULT: Their campaign titled “আমাদের নীরবতাই ওদের সাহস” straightway stirred the social media platforms with millions of shares and interactions. The campaign got 24M+ Impression, 8M+ Video Views with this content.

Campaign for Women

Fresh Tissue Breast Cancer Awareness Campaign

Agency: The Big Content Ltd.



SILVER



BACKGROUND: Fresh Tissue wanted to create an out-of-the-box campaign which will do some real betterments to the society since their Brand Promise is to “Wiping Out Negativities” or “মুছে যাক গ্লানি”, and also at the same time, this campaign aimed to create a huge Top-of-Mind Awareness for the brand.

OBJECTIVES: Wipe out real social fatigue. In this case, educate the general people about Breast Cancer and help them reduce the death toll. Create huge Top-of-Mind Awareness for the brand. Engage the audience with the brand, and increase sales.

CORE IDEA: Breast Cancer’s huge death toll in this country is due to the lack of common awareness. Since it’s almost a taboo to talk about breast-health in our culture, we wanted to break this stigma and raise a massive educational conversation on Breast Cancer Awareness.

EXECUTION: They started the campaign with a commercial where a son asks his mother if she had medical check-ups for Breast Cancer. This story was targeted to break the stigma of talking about breast-health. This commercial ended with a call-to-action for registering for a free breast cancer check-up organized by Fresh Tissue. To inspire our women for regular medical check-ups, they organized a medical camp including

20+ hospitals for free check-ups at 8 divisional cities. They were able to provide free breast cancer primary check-ups to over a thousand women. They also launched a website (www.muchhejaakglani.com) in Bangla which has all the life-saving information of Breast Cancer in one place. Then they launched a special tissue box in the market on this occasion where they announced to make a donation for every box sold.

RESULT: This campaign’s result was a massive success. Through this campaign, they made people more aware than before about the deadly impact (19 deaths per day) and its possible preventions (regular medical check-ups) for Breast Cancer. Many young family members brought their female family members for medical check-ups. They were able to raise the awareness and breaking the stigma of talking about Breast Cancer and breast-health as well. Finally, people learnt the necessity of regular medical-ups for Breast Cancer to stay safe. And from the brand’s perspective, people now can connect Fresh Tissue with wiping out negativities more than ever. This campaign successfully created a socially concerned brand image for Fresh Tissue which was the main brief. Also, since the campaign started running from February 2020, their average sales went higher from the very next month in March 2020.

Campaign for Women
Shape Body Positivity
Agency: WebAble Digital



SILVER



BACKGROUND: Starting a conversation around body positivity & breaking the taboo culture around women's innerwear in Bangladesh.

OBJECTIVES: Primary objective was to create brand awareness & start a conversation around body positivity & breaking the taboo culture around women's innerwear in Bangladesh.

CORE IDEA: How could they devise a strategy for a product that is so heavily stigmatized? They started their digital plan by launching a Facebook and an Instagram page and creating content that aimed to inform and raise awareness on issues such as wrong sizes, incorrect shapes, feminine health concerns and more. But they began to notice that women really weren't comfortable addressing these issue publicly. To connect with their audience deeply, they started offering free size consultations via direct messaging. The idea was to personalise the journey to find the right innerwear fit.

EXECUTION: When they began to notice that women really weren't comfortable addressing these issue publicly, they started offering free size consultations via direct messaging.

And regularly interacted through Instagram polls, questions, and votes revolving around innerwear concerns. This really took off with more and more people trusting in the products and the brand values - which reflected in reviews and word of mouth recommendations. To leverage this momentum, they collaborated with influencers to reach a wider audience and start a conversation around body positivity. The responses were remarkable as they saw the audience joining in on the conversation. They identified the need to build on this community in order to create a SAFE SPACE for girls to talk about their concerns - not just innerwear related but on a broader spectrum. They created a Facebook group - A community that soon expanded to 5000+ members organically in less than a year!

RESULT: In just one year, they were able to pioneer the way innerwear brands in Bangladesh could revolutionize communications on social media. Their achievements : Consulted 3,000+ women & helped them find their right innerwear fit; 15,000 Followers on Instagram; 35,000 Likes on Facebook; Grew a community of 5,000+ women in Facebook Group; Engaged - 720+ K people; Reached - 3.2 Million audience; Generated - 17 Million impressions.

Campaign for Women
Narir Proti Bhalo Vasha
Agency: Adcomm Limited



BRONZE



BACKGROUND: Atom gum, occupies remarkable market share in urban, semi-urban and rural areas. It is a youth-centric brand with a tagline that strategically equips it with an outspoken voice. On International Women's Day, a facebook campaign was designed against the verbal abuse women face every day to reach its intended TG.

OBJECTIVES: Connecting to the TG and creating brand resonance: generate talkability about the issue, provoke thought about the issue, holding a mirror to society about the extent and impact of verbal abuse towards women.

CORE IDEA: The core idea was to show the world how we dehumanize and objectify women. Since Atom's tagline is "Atom Khaw, Mukh Chalaw, Awaz Baraw", the campaign showed us both the damage our words can cause, and the strength they possess. The strategy for the "Narir Proti Bhalo Vasha" campaign was to share real stories of different women from 4 separate social classes, profession and age to show the audience how women feel and urge them to change. This resulted in people campaigning for stopping the use of offensive language against women in the comments section and huge social media uproar.

EXECUTION: The target was to connect with the generation who spends most of their time on facebook. They created an OVC portraying the verbal harassment faced by 4 different women and a series of posts in offbeat fashion explaining why

we shouldn't use certain words in reference to women. Atom's tone of voice is outspoken and advocating. The story of the video urges the viewer to speak up and advocate for the social disease that is the objectification, mental and verbal abuse of women. The subjects in the advertisement went off-script and broke down crying, which started out as a challenge but ultimately added to the honesty and allure of the content, campaign and product. This strong sense of morality and righteousness was tied in with Atom's awaj barao attempt and boosted with the emotional appeal of the content.

RESULT: The OVC was viewed more than 6.5 million times on Facebook along with 9.6 million reach, over 11 thousand comments, and over 22 thousand shares which is tremendous for any campaign in the timeline. The campaign reached approximately 15 million people on facebook via Atom Gum's page and other individual shares as well as shares in different groups. People used the campaign hashtag #নারীর প্রতি ভালোভাষা on women's day wish posts and different personal posts on facebook. The OVC generated massive talkability among the TG. Different renowned pages who appreciate outstanding campaigns shared the OVC and appreciated it. The campaign secured a spot in Markedium's Top 7 Women's day campaigns in 2020, and in Bangladesh Brand Forum's article "Brands for Change" that they published for women's day campaigns from around the world.

Campaign for Women

Banglalink Flex: Learn More, Be More

Agency: Asiatic Marketing Communications Limited /
Asiatic 3Sixty



BRONZE



BACKGROUND: Banglalink's vision to create a fully digital ecosystem for the people of Bangladesh also requires them to put a massive focus on Bangladeshi women. They believe women's potential can increase the progression of Bangladesh instead of having their infinite potential being wasted away. The quest to achieve this mission led them to partner with Facebook in bringing digital empowerment to less privileged women users of Bangladesh. These women are also the biggest contributors to our nation and most of them belong to a lower income group, lacking tools to progress. Given Banglalink's exposure, they became Facebook's perfect network partner to launch 'Learn More, Be More', the first women targeted campaign launched in Bangladesh.

OBJECTIVES: Building a stronger value proposition on helping improve and uplift role of the women in the household, which is a slight shift from 'Free Facebook and lets you connect with family and friends' Positivist stigma of 'stuck at home' to a chance of improving household. Representing progressive learning, showcasing women's productivity and making it aspirational and striking the balance of being inclusive of everyone.

CORE IDEA: The core idea was when we LEARN, we become BETTER. So, Facebook makes every moment an opportunity to learn. You can learn a new recipe to delight your family. Find out where to get the best deals so you can provide better. When you learn more, you become more for your family. Hence, Learning is free on Facebook. The project started by

identifying groups in a factory environment. Making factory influencers the brand ambassadors made a clear path for communication; through them the message was spread, "Learn more, Be more". This also made way for these women to enter the digital ecosystem.

EXECUTION: Their strategy was to launch an integrated marketing campaign that includes TV, Radio and Print. Beyond that, they also focused on targeting women groups in a factory. To reach the mass, Banglalink and Facebook launched an ATL campaign demonstrating how aspiring women can achieve their dreams with the use of Facebook for free. The campaign moved to digital platforms. To support these digital platforms, a group was opened in Facebook, where all sort of queries and concerns were handled. And stories of dreams coming true started to pour in. Part of the activation is the women workshop; each workshop has an influencer, who paved the path to empower women and communicate on how they can "Learn more, Be more". This activation educated the women about the digital life and got them familiar to it.

RESULT: This magnificent campaign which concentrated on women's well-being and empowerment encouraged 16000 female workers to attend the workshop. With 8.8 million targeted viewers reached over 7,00,000 targeted audience through on-the-ground activation. Facebook Account opened: 35,058. Training Given till Date: 15,107 and Training Invitation given: 23,100.

Campaign for Women
Bangamata U-19 Women's International Gold Cup
Agency: High Voltage Limited



BRONZE



BACKGROUND: Women empowerment has been one of the key growth - drivers for Bangladesh over the years. Now, women are not just increasingly contributing to our national economy but are breaking the shackles in all spheres including culture and sports.

OBJECTIVES: To inspire young girls more in this aspect and to empower the women in Sports.

CORE IDEA: January 16, 2019, Bangladesh Football Federation partnered up with K-Sports to create something amazing, a remarkable journey of football for young girls that Bangladesh has never experienced before - Bangamata U-19 Women's International Gold Cup, a tournament with youngsters from different countries fighting for the glory.

EXECUTION: After the planning was finalized, invitations were then sent to Laos, Kyrgyzstan, Mongolia, UAE and Tajikistan who happily agreed to take part in this grand battle alongside the host nation, Bangladesh. Then, RTV, Nagorik TV, Radio Foorti and Radio Bhumi teamed up with K-Sports and BFF to give this tournament a massive nationwide coverage. After that, the beautiful logo was unveiled along with the team's draw through a grand ceremony. Keeping the goal to encourage the young girls in mind, K-Sports then went for a development partner in UNICEF to convey the core message to the society. A drama series of 7 episodes by 7 female

directors was aired on RTV to showcase the stories of women of Bangladesh connecting to the theme of the tournament. Biman Bangladesh Airlines and InterContinental Dhaka then teamed up with this groundbreaking event as the airline partner and hospitality partner respectively. A thematic audio visual was also released to let people know about the tournament. The whole audio visual was built emphasizing on the motto of the tournament - EGIYE JAWAR NEI MANA. A special round table discussion was also held incorporating the major stakeholders of the event. There was also a day out including a boot camp where young aspirant girls got to know about the dynamics of the modern game play and met 2 World Cup campaigners from Columbia. Moreover, UNICEF arranged a meet and greet event with two Columbian celebrity footballers as well as the Bangladesh National Team for 50 underprivileged girls which was an amazing experience for them.

RESULT: Prominent Bangladeshi actress Jaya Ahsan joined the journey as a brand ambassador of the tournament. A music video on BMGC theme was also released across various channels. Renowned celebrity artists like Momtaz, Kona, Elita were featured in the video with much joy and excitement. K-Sports believes this tournament will encourage women and young girls all over Bangladesh to be more indomitable in future. And it hopes that it gets to arrange this celebration of resilience again in near future.

Campaign for Women
SMC Joya - Ashol Purush
Agency: The Big Content Ltd.



BRONZE



BACKGROUND: 70% women of our country face any form of violence in their lifetime. When this violence caused by a close family member, women generally tends to hide it to keep up their honor. Most of these violence goes unnoticed and unpunished. We tried to put an end to it by partnering up with Joya Sanitary Napkin from the house of SMC enterprise.

OBJECTIVES: To change the stereotype of poisonous masculinity. To encourage the common male member of the community to act up when they see any form of violence. Pull off the campaign successfully within limited budget.

CORE IDEA: They made a commercial showing the image of what it takes to be an Alpha Male or "Ashol Purush" in our community. They showed how a powerful man should act/live. They ended the video with a twist showing that the real power of man lies in compassion, commitment and responsibility.

EXECUTION: In this campaign, they tried to coin the massively known term- "Ashol Purush". In the first part of our content, they tried to put up an image of what a male

chauvinist aspires to have in his life. They tried to set the image of how one requires power and strength to become a real man! And then they ask them to show off their strength in a blindfold. When they unfold, they see they have spent their strength on the helpless women along with other community members. Then they understand what real power means! They tried to break the norm by showing- To become a Real Man, you have to have the power of compassion, commitment and responsibility.

RESULT: Considering a limited budget campaign, the result was an utter phenomenon. Thousands of engagements flooded through online with close to 3 million views. Men of all ages declared their solidarity. They used the main hashtag of the campaign #PledgeToProtect and showed their cohesion on this matter. They promised to protest whenever they see any violence in front of them. In the end of the day, the common stereotype of toxic masculinity got shook up by this campaign. Finally, they can say this campaign was a milestone in the way of redefining modern masculinity.

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Copywriting

Prothom Alo - NotHerFault - International Women's Day Film

Agency: The Big Content Ltd.



BRONZE



BACKGROUND: Many organizations and corporations celebrate International Women's Day by posting content that honours women's contributions or just wishes them well. They took a different approach, aiming to create content that would breach social taboo and shift society's mindset. According to their findings, rape victims are perceived as a burden in our society. Furthermore, they are the primary sufferer of victim blaming. Through this campaign, they wanted to remove the victim blaming culture.

OBJECTIVES: Bringing positive impact on the lives of women, Changing the problematic mindset of the society. Breaking the social taboo surrounding rape victims.

CORE IDEA: They wanted to challenge the victim blaming mindset by treating rape just like any other accident. No victim can be held accountable for the accident that happened to them.

EXECUTION: In the film, a boy and his family have come to see a girl for marriage, and later discover that she is a rape

victim. The girl doesn't try to hide the fact and instead is very open and upfront about it. Though the boy's family is taken back by this fact, the boy, being the representative of new generation, steps up and sides with her. As the audience see in the film, rape victims are constantly bombarded with unpleasant questions and remarks from the society. As the name suggests, the event of rape is not her (victim's) fault. Through this film the brand expressed solidarity with rape victims by condemning the victim blaming mentality. For this campaign, they partnered up with Prothom Alo. Then there was Bidya Sinha Mim who was so moved by the story and its depth that she performed on it from the sense of social responsibility without demanding any charge.

RESULT: #NotHerFault has received tremendous audience response with close to 4 million views and 15,000 shares on Facebook and YouTube combined. Articles were published in local newspapers praising the work. The actress Bidya Sinha Saha Mim and the director Mahathir Spondon were interviewed by renowned newspapers. Altogether, the film was successful in achieving its intended results.

Copywriting

Rodeta Ke Face Koro, Life Take Chase Koro

Agency: Mediacom Limited



BRONZE



BACKGROUND: Revive is a Feminine brand, which speaks for women empowerment, Freedom and Confidence. In our society, whenever a woman wants to achieve something & chase her dreams, there are lots of challenges in front of her. On top of all, the extreme sun heat is another barrier while going outside. Therefore, if one can eliminate this primary challenge, the other challenges can be chased more profoundly.

OBJECTIVES: Communicating that- If you can face the very first Obstacle for going outside- "The blazing Sun" then you can chase the daily problems of life as well! The Active Sun-block can ensure that active young women can face the Sun with this Sunblock agent in their skin even while being outdoors.

CORE IDEA: In a society like ours women cannot go outside easily. Many obstacles are put forth on her way. But, first of all, it's the blazing sun that she fears most. The brand inspires women to face the sun; because if she can face the sun, then she can face other obstacles as well, as the communication line says- "রোদটাকে Face করো, লাইফটাকে Chase করো!"

EXECUTION: The execution was mainly about how in our

society, girls always face a stereotyping that girls cannot do unconventional jobs like- being an athlete or photographer, cannot drive the cars or do jobs that requires being outside. In the TVC, we see three different scenarios, where people stare at the girls in a negative manner and pass harsh comments for being in that particular place. We see a bunch of girls playing football, getting stared at with a negative vibe. Again, a man shows annoyance with his rude manner just because the driver is a girl, some other men are gazing at two girls when they are simply passing by a street and comment something bad. So, for all the situations, the blazing sun is symbolic to the various people that are being the obstacle for their daily lives. Now, in order to move forward, the Revive Talcum Powder, enriched with Active Sunblock Agent ensures protection from the sun so they can face the world without any hesitation and chase life.

RESULT: Since the TVC was heavily focused on the girl empowerment and encouraging to move forward, the brand association blended with the theme and enhanced the brand Image of Revive Talcum Powder creating a hype in the young generation.

Copywriting

ট্যাপ করলে foodpanda হাজির

Agency: X



BRONZE



BACKGROUND: Foodpanda has passed 7 years of journey where for customers, Foodpanda has provided variety, convenience, and affordability for everyone. For Rider-partners, Foodpanda enables the ability to earn additional incomes they wish through doing deliveries. To form TOMA they created the jingle Tap korlei Banda Hajir. Tap korlei Foodpanda hajir.

OBJECTIVES: The business objective of this is to grow new customers. The marketing objective builds awareness, brand affinity and connection between the audience and Foodpanda across 64 cities.

CORE IDEA: Foodpanda wanted to resonate the celebration of their 7th year of establishment in Bangladesh with the victory day of the nation. Since this coincides with the month of December, the feeling of celebration, a nod towards freedom and victory was depicted in the film. Initially the idea was to put a script and execute the script but later the creative tanks turned the words into a music/jingle which they wanted

to make a long term effect on the audience. The thought behind this was to establish the music in the minds of people for a longer period of time.

EXECUTION: They executed their TVC where one of the parts was to make the brand stand out to the audience. They highlighted the online delivery process as this is the main hero of their whole story. So as part of the 1 minute 35 seconds non-skippable TVC, they focused on various types of food for different demographics and income groups. The filming of the TVC portrayed the main key point that Foodpanda is available all over the nation. The relentless effort of their copywriters in making the whole process has successfully visualized it throughout the TVC.

RESULT: The result of the campaign is quite good. After the campaigns, the orders on their platform increased 32%. The total number of reach and impressions of Facebook are 9+ Million and 70+ Million.

Copywriting

Valentines Day - Its OK to be single

Agency: FCB BITOPI



BRONZE



BACKGROUND: Valentine's Day is one of the most celebrated day among the youths and Airtel, a youth's brand wanted to take full advantage of that event. Airtel was considered to be a fun and lighthearted brand lacking depth. So, this campaign designed to inject some meaning and substance to the brand.

OBJECTIVES: Make Airtel more relatable with the youth. Make the audience engage with the brand in an innovative and unique way.

CORE IDEA: Every brand wants to associate with one of the most celebrated day for youths, Valentine's Day. The challenge arises to stand out among all the clutters of communication. Airtel found out how most of the youths don't have any significant other to spend the day with. Which eventually leads them to some kind of melancholy and FOMO. Hence Airtel took the challenge to create an "Anti-Valentine's Day" Campaign, where they comforted all the single boys and girls to embrace the positive side of being single. And out of this came their campaign "It's OK to be Single".

EXECUTION: To launch this idea of its OK to be Single they created 2 videos, in the perspective of a boy and a girl respectively, where they first portray what would've happened if that person was in a relationship and how much hardship they need to go through to celebrate this day, followed by the advantages that they can have now since they are single. They used terminologies and youth lingos to connect better to their audience. Also the campaign name "Its OK to be single" got quite the popularity and was organically used all around by the youths.

RESULT: It generated a combine of 8.6 million views on Facebook and over 39 thousand shares within 7 days of launching the videos. On YouTube, it had an audience retention of almost 100% during the campaign timeline. Which in retrospect of a 90 sec content is very rare in the airtel's ecosystem.

Copywriting
Boldly Beautiful
Agency: X



SILVER



BACKGROUND: Since 1964 in the Bangladesh market Lux has been operating successfully. It has always talked about the celebration of stardom, beauty and glamour. But over the course of time the definition of beauty has changed for this generation and Lux was losing its relevance to them. They do not aspire to be a star like before.

OBJECTIVES: The main objective was to keep the conversation alive among the audience that embodies the Lux personality –glamorous, inspirational, and spirited. To stay relevant Lux wanted to establish a two-way communication platform where Millennials and Gen z can talk about their obstacles and Lux can stay by their side as a friend in their journey of life.

CORE IDEA: Lux's purpose has changed over time. Now Lux talks about rising above the beauty judgment and expressing femininity unapologetically. Keeping this in mind they have launched the engagement platform "Boldly Beautiful" where girls' can talk about the judgment they face and help each other to rise above those by the commercial.

EXECUTION: Lux wanted to reconnect with its target

audience with a new perspective and new purpose. They thought of writing a letter to give this message to all the bold and beautiful women across the nation. A thematic commercial was developed, where girls from different walks of life get the letter. They launched their TVC featuring top 5 influential women of different professions who were shown to read the letter where the beautiful message of Lux was conveyed in a way that touched their heart because it talked about their struggle for being beautiful, the beauty judgments they hear about themselves. The message from the letter was that they should not bother about any beauty judgments and should move forward by being bold with grace and positive attitude. They should raise above all the beauty judgments and express feminism confidently and not be apologetic for being beautiful and pursuing their dream.

RESULT: The unique and powerful approach on the video got the campaign 11,759,838 reach, 40,261,216 impressions and 3,281,209 engagements on Facebook and Instagram. On YouTube it got 950,363 views and 2,497,237 impressions within a short period of time! This video performed really well on the social media platform because of its powerful communication.

SILVER



BACKGROUND: Most of the people has hesitations in mind using their local dialects in front of others. People from other regions often see the funny sides and mock other local dialects without understanding those properly. This campaign tried to break the misconceptions revolved around the usage of local dialects.

OBJECTIVES: The main objective of the campaign was to give the message to break the misconceptions and remove the hesitation to speak in a local dialects.

CORE IDEA: Local dialects aren't meant to be demeaned. But a way to take pride of the origin with a sense of responsibility to establish this concept among the people. RFL Houseware decided to organize the “মায়ের ভাষা (Mayer Vasha)” campaign on 21st February.

EXECUTION: By launching an OVC on social media Facebook, YouTube and Instagram. They made 10 thump stoppers using the local dialect from 10 regions of Bangladesh. Which creates buzz overnight. To make the communication more localized

the campaign's activation placed billboards in over 55 districts in their local dialect. 50 Thousand RFL Bucket were branded with the slogan, adopted in the local dialects of the 7 divisions. Local newspapers published press ads in the local dialects and there was CNG branding. Also, all authorize showroom followed the trend and delivered their service on native. Which create a special place for customers and they were able to take the moment.

RESULT: With their TTL and BTL communication, they received positive messages from people from all over Bangladesh. Static communication on Facebook reached 2.5 Million people, generated 28 thousand like. Main OVC on Facebook has reached 25 Million people, with more than 18 Million views, more than 1 million reactions, 10 thousand comments, almost 200 thousand shares with more than 5 million engagements. 10-sec video on Facebook reached 2.7 Million, viewed by 2.2 Million, gained 73 thousand likes, and 2 thousand comments and 3 thousand shares. Main OVC on YouTube viewed organically 13 thousand times and 1 thousand times on Instagram.

Copywriting

Jui Stop Sexual Violence

Agency: Sun Communications Limited



GOLD



BACKGROUND: Sexual violence against women is one of the top rated news across media in Bangladesh.

OBJECTIVES: Jui as a brand of strength and hope for women, felt responsible to launch a campaign to raise mass awareness on this issue.

CORE IDEA: To put guilt on the minds of people and encourage women not to keep silent rather speak up whenever there is a sexual violence against them.

EXECUTION: The film tells a story not so unknown but

unfortunate encounters women face daily; from unwanted male gaze to groped on the street, from being raped on bus to being shamed by society. Even little girls fall upon the prey of sexual predators. With this film, they aided women with emergency helplines to lodge complaints. They integrated JUI toll-free number, national helpline for this purpose.

RESULT: Their campaign titled “আমাদের নীরবতাই ওদের সাহস” straightway stirred the social media platforms with millions of shares and interactions. They got 24M+ Impression, 8M+ Video Views with this content.

Copywriting

Narir Proti Bhalo Vasha

Agency: Adcomm Limited



BRONZE



BACKGROUND: Atom gum, occupies remarkable market share in urban, semi-urban and rural areas. It is a youth-centric brand with a tagline that strategically equips it with an outspoken voice. On International Women's Day, a Facebook campaign was designed against the verbal abuse women face every day to reach its intended TG.

OBJECTIVES: Connecting to the TG and creating brand resonance: Generate talkability about the issue, Provoke thought about the issue, Holding a mirror to society about the extent and impact of verbal abuse towards women.

CORE IDEA: The core idea was to show the world how we dehumanize and objectify women. Since Atom's tagline is "Atom Khaw, Mukh Chalaw, Awaz Baraw", the campaign showed us both the damage our words can cause, and the strength they possess. The strategy for the "Narir Proti Bhalo Vasha" campaign was to share real stories of different women from 4 separate social classes, profession and age to show the audience how women feel and urge them to change. This resulted in people campaigning for stopping the use of offensive language against women in the comments section and huge social media uproar.

EXECUTION: The target was to connect with the generation who spends most of their time on Facebook. They created an

OVC portraying the verbal harassment faced by 4 different women and a series of posts in off-beat fashion explaining why people shouldn't use certain words in reference to women. The story of the video urges the viewer to speak up and advocate for the social disease that is the objectification, mental and verbal abuse of women. The subjects in the advertisement went off-script and broke down crying, which started out as a challenge but ultimately added to the honesty and allure of the content, campaign and product. This strong sense of morality and righteousness was tied in with Atom's awaj barao attempt and boosted with the emotional appeal of the content.

RESULT: The OVC was viewed more than 6.5 million times on Facebook along with 9.6 million reach, over 11 thousand comments, and over 22 thousand shares which is tremendous for any campaign in the timeline and reached approximately 15 million people on Facebook via Atom Gum's page and other shares. People used the campaign hashtag #নারীর প্রতি ভালোভাষা on women's day wish posts and different personal posts on Facebook. The campaign secured a spot in Markedium's Top 7 Women's day campaigns in 2020, and in Bangladesh Brand Forum's article "Brands for Change" that they published for women's day campaigns from around the world.

Efficacy Signline

Agency: Grey Advertising Bangladesh Ltd.



GOLD



BACKGROUND: In Bangladesh, 3 million people (unofficially close to a crore) are profoundly deaf. They continuously suffer to communicate since the practice of sign language is a rare thing to find among the mass. Be it everyday life, education or emergencies, the difficulty in communication makes life extremely hard for them.

OBJECTIVES: To solve the problem of communication for the profoundly deaf community. Grameenphone was also looking for ways to become more inclusive as a company, towards serving this community.

CORE IDEA: Internet helps us to remove any sort of barriers in communication. In this case, the mass was encouraged to use the internet to learn sign language with an objective of removing the communication barrier with an entire community. Besides, Grameenphone ensured increased inclusivity as a company, through initiatives like launching a video call-based customer service platform for them, adding sign language to the brand's TVC etc.

EXECUTION: The TVC and print comms encouraged the mass to learn sign language. The brand also established a video-call based customer service center and took initiatives like adding sign language to its commercials, converting the historic speech for freedom into sign language for the very first time.

RESULT: Coming from the objective, they wanted the mass audience to know the importance of sign language for both us and the profoundly deaf. The campaign results and acceptance had been very satisfying, in terms of review and numbers. The thematic TVC had a reach of 5.6 million and almost 4000 shares on FB. The 7th march speech had a reach of 554K people on fb. Adding to that they had made a long tutorial list in YouTube for the mass people to learn sign language, which in total had a view of more than 162K.

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Efficacy

Lifebuoy Shurokkhito Haate Shurokkhito Desh

Agency: Adcomm Limited



SILVER



BACKGROUND: According to WHO the primary measure to take against coronavirus was to wash hands. Lifebuoy is one of kind brand who aware people about the importance of hand washing from the beginning. As a responsible brand, they're the first ones to start a campaign with a PSA message in Bangladesh.

OBJECTIVES: Lifebuoy is a brand who talks about washing hand since its birth. As washing hand is one of the key steps to take against coronavirus, Lifebuoy took a step to being the first brand who aware people about the importance of handwash, and it proper steps.

CORE IDEA: Saying shurokkhito haate shurokkhito desh (সুরক্ষিত হাতে সুরক্ষিত দেশ) Lifebuoy was the first brand in Bangladesh to spread awareness against coronavirus. Communication was started two months before the first detected case in Bangladesh. The core idea was to spread the social awareness of hand washing with an effective outcome. The payoff line shurokkhito haate shurokkhito desh serves the purpose. The line itself communicate with mass that if your hand is germ free you can save the country.

EXECUTION: The campaign was kickstarted with the proposition that the communication was not an advertisement it was a public service announcement. It was

also the only one with the unique approach of communicating on behalf of their major competitors. The first news of coronavirus on all major dailies were accompanied by a Lifebuoy PSA, they aired a mass awareness spreading TVC. Digitally they spread effective content and influencer marketing on YouTube, content portals and messaging services #dothelifebuoy 6 key television channels featured a product window where the host of the daily news taught viewers how to effectively wash your hands to protect yourself from the virus. Making the best use of digital media, the campaign was spread via content on YouTube, e-newspapers, streaming sites and gaming apps. And as the restrictions relaxed slowly Lifebuoy distributed 1363,000 sachets and conducted on-ground drives to help underprivileged communities.

RESULT: The brand value share increased by 10% during the first two quarters. It was taking flight yet again at a 5% rise than the time they first started. Their digital reach spread its safe hands to 36.17 million, at 93% of all, 15+ Facebook Audience, 18.7 million views on YouTube. Landed on 13.6 million impressions. Served on top 50 gaming apps with 75.32% completion rate. CAUGHT 165M+ impressions from in-article ads in Prothom Alo and BDNEWS24. Sales grew by 51% Lifebuoy achieved 141% of the targeted sales in Q2'20 during the peak pandemic period (Q1'20 vs Q2'20).

Efficacy

Soup-Er Man

Agency: Adcomm Limited



SILVER



BACKGROUND: In Bangladesh during snack times, working people find quick solution in unhygienic junk, street foods which causes increased case of diseases (such as, gastric and ulcer). So Knorr came up with the campaign Knorr Soup-er man as the voice of healthy solution to snack times.

OBJECTIVES: To design an outcome and result driven campaign which address health issues for intaking unhealthy foods during snack time and to establish soup as the fastest, healthy solution to hunger. Thus, efficacy of the campaign plan is noticeable and favorable for Knorr.

CORE IDEA: Through Knorr soup-er man campaign with line **নর ক্ষুধার জ্বালা সুপ-এ মেটাও**, plan to initiate a habitual change in common people for snack time healthy solution. And such change can only happen by following disruptive approach in pre-teaser and teaser phase before launching main campaign at every medium. Plan was to create hype around the core message "Hunger is disruption" and to change unhealthy food habit during snack time. To establish Knorr soup as the healthy solution of snack time through launch phase and cover all channels of communication to maximize the reach.

EXECUTION: Pre-launch teaser phase happened in important, crowded places in Dhaka with 19,000 free sampling of Knorr cup-a-soup and PA announcements with hunger break message. They aired an innovative yet

disruptive TVC & RDC stating the newscaster and RJ are on a break due to Hunger during teaser phase. Innovative press ad was published which was first of its kind. Just after it, launch tv featuring Arifin Shuvo as Soup-er man was aired on 20 tv channels and shorter version during BPL matches in GTV and Maasranga to capture associated reach. Beside Prothom Alo's front page press ad, newscaster endorsements was covered on Channel24 and Jamuna before and after news breaks as well. Along with regular RDC and RJ Endorsements, disruptive RDC during BPL knockouts stage was ensured on ABC Radio and Radio Shadhin. Through static posts, videos on FB, YT Knorr Soup-er man campaign reached millions of audiences.

RESULT: Disruption TVC aired in 7 channels reaching over 7.8 million people all over Bangladesh (Similar execution was also done on YT), GRP: 9. Innovative press ad in Kaler Kantho was 1st of its kind and disruptive RDC during BPL matches, endorsement by commentator at BPL knockout stage increased ToM. Newscasters' endorsements increased talkability. Launch tv was aired in 20 TV channels reaching over 22% audience at 3+ frequency. On Facebook the communication reached over 27 million audience and drove over 22 million views on YouTube. Significant double digit growth in sales. All of these have increased brand love & salience.

Efficacy

Turning Data into Business Value

Agency: Asiatic Mindshare Ltd.



SILVER



BACKGROUND: Grameenphone has 77 million subscribers; each with different and unique internet needs. To cater each user's need, GP comes up with lot of internet offers every other month. A big challenge is to show the relevant offers to the right audience.

OBJECTIVES: The objective was to match media and analytics data with the network data to have better insights about what type of ad should be placed in front of the users.

CORE IDEA: They came up with a unique proposition of creating Audience Cohort combining multiple sources of data to make advertising experience more personalized and relevant.

EXECUTION: Data was taken from multiple sources such as: Facebook and Google Ads, Facebook App Analytics, Google Analytics, Firebase Analytics, Data Management Platforms. This digitally generated information was then matched with Grameenphone's own data which was coming from their Business Intelligence Unit. Each matched user was given a unique device ID through which they could track their behavior on digital space. Based on these device IDs, they further segmented the audiences based on: Demography, Digital Activities, User Journey & Retention. These segments were further broken down to business needs to take marketing decisions. For example, audience was segregated

based on their data usage behavior: Low, Medium, High & Super high. They found, each segment acts differently on digital space and digital marketing plans were done based on this observed user behavior. For example, they saw high data pack users have a high presence on YouTube, Video Streaming & OTT Platform and Gaming apps. High value data packs were promoted targeting these platforms. On the other hand, low value data users use communication apps such as IMO. They have implemented brand takeover on IMO to have high visibility in front of this users. Location data was pulled from BI and specific marketing was done for GP's orange market where they have head-to-head competition with other telcos and they have shown them contextual communication with segmentation. MyGP was in the core of promoting data packs. Through device IDs, they have identified user segments such as: High revenue generating non-app users, Low revenue generating app users and Users who have shown interest in purchasing data packs but did not complete purchase. Specific communications were shown right to them.

RESULT: By keeping data and analytics in the core of their marketing activities, they have seen tremendous growth in Grameenphone's Business Results. Grameenphone achieved 89.66% business growth from internet pack. Number of pack purchase increased by 59% in H2 2019 which grew into 97% in H1 2020 from MyGP App.

Efficacy

Grameenphone Communications Pack

Agency: Magnito Digital



SILVER



BACKGROUND: During the pandemic, online classes became a regular thing and Grameenphone saw an opportunity to launch a special communication package specially designed for students to attend online classes. The launch of Zoom, Teams and Duo pack was communicated to the audience through an OVC which highlighted how GP provides easy access to the internet with 4G network so that students can learn from home without any disruption.

OBJECTIVES: The objective of the Communication pack OVC was to introduce the new communication data pack to the target audience and promote the new offer to increase sales of the service offered. With a new innovation of the communication pack GP wanted to ensure quick access to internet for students and the OVC communicated this message to the targeted audience to drive sales and raise awareness.

CORE IDEA: Mobile data usage on online classes during the pandemic increased drastically. Grameenphone introduced their communication pack during the pandemic especially for students who rely on data packs for access to internet. To promote this new service and reach target audience and grab their attention the OVC was launched. The core idea was to drive customers to avail the communication pack offer through targeted promotion and encourage the audience to buy internet service at the best price. In the OVC they highlighted how online learning is the right solution in the

time of COVID-19 crisis. They communicated how students can easily continue their education online with fast 4G internet after availing the GP communication data pack offer.

EXECUTION: They used Online Video Communication as an effective marketing and communication tool. After planning and finalizing the concept of the OVC they prepared a script and supervised the production team in shooting the video. They launched the 31 seconds long OVC on different communication channels and media platforms including Facebook and YouTube which reached the customers on different touchpoints. During execution, the shooting was completed during the lockdown which was the biggest challenge for the team. From planning to execution including shooting the OVC physically during COVID-19 pandemic was a challenge that they had to overcome.

RESULT: After successfully launching the OVC they had a great amount of reach and responses from the audience. They received 3.8M views on the video and more than 7 thousand engagement including 6k reacts, 1.1k comments and 110 shares. Amidst the covid-19 pandemic, Grameenphone introduced and promoted GP communication pack specially offered to students for online classes. The OVC highlighted the rise of online classes during pandemic and GP's efforts to provide easy access to online learning with 4G internet. Following the launch of the OVC, GP internet packs sales increased significantly.

Efficacy

A2I 333 – One Number To Help Us All

Agency: Mediacom Limited



SILVER



BACKGROUND: After getting hit by corona pandemic, Bangladesh Government adopted several measures to provide support for the citizens across all social classes. As part of those measures, Bangladesh Government needed a one stop solution center to answer to problems involving Coronavirus. Government hotline 333 that had been aiding citizens since 2018, was then equipped to handle such cases. The Bangladeshi people needed to know what this particular service could offer during pandemic situation.

OBJECTIVES: Their aim was to raise awareness through social media regarding this “333” service and encourage them to ask for help when they need it the most.

CORE IDEA: Using social media, they wanted to aware people about the help they can get through this platform.

EXECUTION: Using official Facebook page of A2I, different forms of communications were launched. Constant reminders and assurance from the page aimed to drive people to ask for any help via this platform involving Covid19.

RESULT: Campaign reached 28 Mn+ individuals, engagement was 465K+ and the campaign helped to answer 5 Mn+ help calls and initiated 1.8 Mn+ Covid19 aids directly.

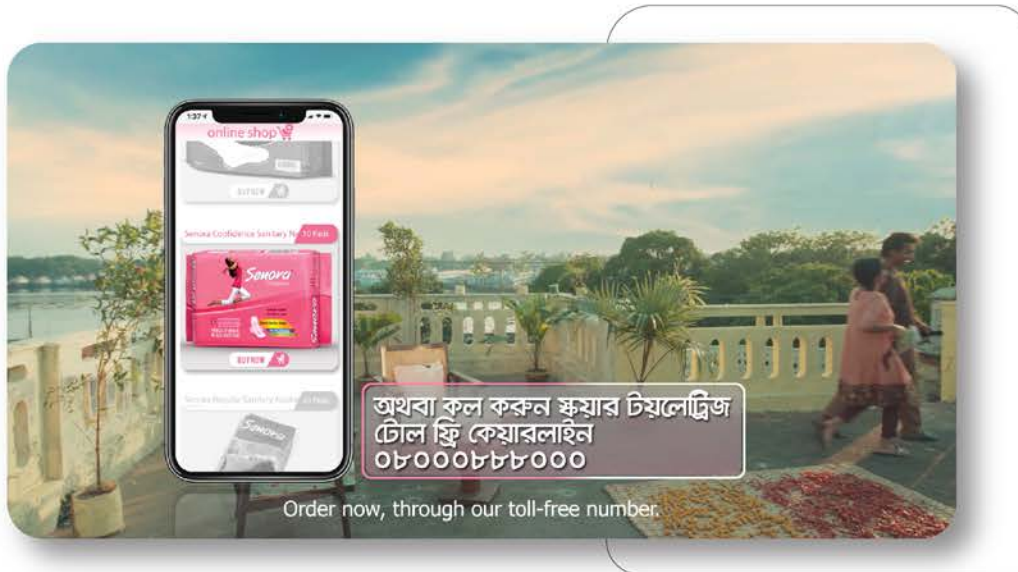
Efficacy

Senora Bhai Bon

Agency: Mediacom Limited



SILVER



BACKGROUND: Women in a male-dominated society like ours encounter many limitations every now and then, and buying sanitary napkins is one of those. They usually buy sanitary napkins from a male shopkeeper or through a male family member and in both cases there is hesitation. Covid 19 lockdown from March 2020, the problem became worse. A huge number of physical store shoppers had to push themselves to turn their daily purchase behavior towards online purchases. Hence, Senora wanted to make male counterparts supportive about the period and come forward in times of her need.

OBJECTIVES: To let know the consumers that Senora is available in ecommerce sites and they can avail it easily just like any other goods.

CORE IDEA: The idea was to portray a story between a brother and a sister. The story would eventually portray the realization of the brother of his sister's problem and himself coming up with the solution to order a pack from online.

EXECUTION: An OVC was made with a very beautiful portrayal of the issue through interaction and conversation between a brother and sister. A brother was seen on the video initially

who is looking for his sister in rooms and finds her in roof top. In her first appearance she is worried with something and when the brother is trying to interact with her, she got agitated. With the flow of their conversation, it is seen that the sister was hiding something and do not think her brother will understand the issue if shared. However, later it came out that the brother understands and came up with the solution of purchasing sanitary napkin from ecommerce sites.

RESULT: At first, it received social media attacks as religious extremists, orthodox mindsets, feminazis started to co-relate the campaign with futile topics like sex, masturbation, moral obligations etc. Hate speeches, call to boycott Senora were on rise. But then again there was group who came forward against all odds and scrutinized taboos. Established bloggers, social platforms stated their vote for Senora & raised their voice against all the typical mindsets. Total Reach OVC – 12,493,812 in facebook which was the highest reach in the history of Senora. Total Organic Reach was 2,698,126. 238k+ engagements were generated. 70% online sales increased during the lockdown period of March, April and May. 28K organic page likes added during the campaign period. The campaign was a huge success that they drove the content on traditional media. Till now 2.6 million + in PR valuation and counting.

Efficacy

Shape Body Positivity

Agency: WebAble Digital



SILVER



BACKGROUND: Starting a conversation around bras is quite a challenge in our society. Even though uncomfortable innerwear is a bothersome issue for 87% of women in Bangladesh, women just don't talk about it! This was a massive challenge for a brand like Shape, an intimate clothing line for Bangladeshi women.

OBJECTIVES: Primary objective was to create brand awareness & start a conversation around body positivity & breaking the taboo culture around women's innerwear in Bangladesh.

CORE IDEA: They started their digital plan by launching a Facebook and an Instagram page and creating content that aimed to inform and raise awareness on issues such as wrong sizes, incorrect shapes, feminine health concerns and more. But, they then began to notice that women really weren't comfortable addressing these issue publicly. To connect with their audience deeply, they started offering free size consultations via direct messaging. The idea was to personalise the journey to find the right innerwear fit.

EXECUTION: When they began to notice that women really weren't comfortable addressing these issue publicly, they

started offering free size consultations via direct messaging. And regularly interacted through Instagram polls, questions, and votes revolving around innerwear concerns. This really took off with more and more people trusting in the products and the brand values - which reflected in reviews and word of mouth recommendations. To leverage this momentum, they collaborated with influencers to reach a wider audience and start a conversation around body positivity. The responses were remarkable as they saw the audience joining in on the conversation. They identified the need to build on this community in order to create a SAFE SPACE for girls to talk about their concerns - not just innerwear related but on a broader spectrum. They created a Facebook group - A community that soon expanded to 5000+ members organically in less than a year.

RESULT: In just one year, they were able to pioneer the way innerwear brands in Bangladesh could revolutionize communications on social media. They achieved: Consulted 3,000+ women & helped them find their right innerwear fit. 15,000 Followers on Instagram. 35,000 Likes on Facebook. Grew a community of 5,000+ women in Facebook Group. Engaged - 720+ K people. Reached - 3.2 Million audience. Generated - 17 Million impressions.

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Efficacy

JAC - Amar Gari Amar Ghor

Agency: ADA



BRONZE



BACKGROUND: Truck drivers in our country are often stereotyped as reckless people, people who have little regard for their responsibility.

OBJECTIVES: The objective of the campaign was to win over the hearts of the truck drivers and connect it with their brand hence sales increased drastically during the period.

CORE IDEA: Idea was to change this stereotypical nation. With the heart touching Thematic OVC, the brand aimed to portray the everyday life of a Truck Driver, who always keeps moving with his truck. Eventually, his truck becomes his life and his

journey continues, not for himself, for all of us.

EXECUTION: The campaign started with a series of Pre-Hype contents on social media platform which was followed by the Thematic heart-touching ad film “আমার গাড়ি আমার ঘর” campaign and nation-wide PR.

RESULT: The campaign resulted in commercial success around all the social media platforms. Film got 1.8 MN views. Reaching 242k, shares 2k, sales value increased to 10.00 Million (Approximate) during the campaign period.

Efficacy

Lifebuoy Khelbe Tiger Jitbe Tiger

Agency: Adcomm Limited



BRONZE



BACKGROUND: Historically top two telco brands are established sponsored of Bangladesh cricket team. Lifebuoy breaks the barrier and be the proud sponsor of tigers since 2019.

OBJECTIVES: The main objective was to break the pre existing position and establishing the brand connection. Brand talks about protection from germs, challenge was to make a bridge between and brand message with cricket.

CORE IDEA: The popularity of cricket is 5 times more than any other sports in Bangladesh. To build an effective communication they have to be relevant. One of the challenges was to associate brand and cricket, but they got the advantage from the brand ambassador, Shakib Al Hasan. The campaign was designed with pre, during and post phases of World cup, also they have to ensure it is highly visible in all possible media. They decided to develop a series of strong assets tailored for each segment, players mean our tigers, audience, and consumers.

EXECUTION: The campaign started with a thematic tvs before the world cup, where they associate cricket and their brand efficacy. The tvs became talk of the town because of it's catchy phrase. "Sakiib Khelbe Tiger Jitbe Tiger". After the huge

reach from the tvs they launched backstage motivational-emotional video where they tried to showcase the emotion of players right before the match. The asset aired when the Bangladesh team was leaving the country for world cup. To leverage the campaign, they launched a super catchy theme song where people cheering for tigers. To connect the consumer directly they have introduced Cricket edition pack. Digital media was also heavily loaded with their regular posts and Mother's Day campaign. Besides regular TVC, print and radio ads, partnership with Prothom-Alo, Cricbuzz and BDCricetime ensured presence on online cricket platforms. Partnership with BCB utilized all their social-handles and website with Lifebuoy.

RESULT: Saaaakib TVC became the talk of the town reaching over 93% of the audience on TV, 3 million on Facebook and 1.4 million views on YouTube. 11 million audience reached from print. 480 million impressions served from Digital. 92.5k earned views on YouTube were also generated, which is free of cost. Overall, there was a huge jump in Top-of-Mind Awareness with 8 points increase from 11pts to 19pts. The music video became the most viewed cricket related theme song till date with 4.2 million views, proving lifebuoy's dominance in media and successfully establishing its association with cricket.

Efficacy

MR Vaccination Campaign

Agency: Asiatic Marketing Communications Ltd. / Asiatic 3Sixty



BRONZE



BACKGROUND: The Expanded Programme on Immunization (EPI) in Bangladesh was a vastly successful public health campaign, helping eliminate vaccine preventable diseases (VPD). However, the measles-rubella (MR) vaccine coverage was suboptimal. The GoB, partnered by UNICEF, has started this campaign to eliminate MR related diseases by 2020.

OBJECTIVES: The overall objective of the campaign was to achieve complete elimination of circulating Measles & Rubella virus by the end of the campaign.

CORE IDEA: The core idea was to create greater urgency amongst the parents who do not realize the benefits of immunization. Most parents work very hard to give their children the best lives they can afford. There was a strive to be recognized as 'ideal' and 'model' parents. Using this insight, the campaign idea was centered around "good parenting" – responsible, good parents vaccinate their children to ensure their healthy future.

EXECUTION: This campaign had gone through a process to initiate, design, implement, and receive responses from the target audience. Firstly, pre-testing of proposed campaign materials was conducted applying Focus Group Discussions and In-Depth Interviews. The findings from this stage helped

design the communication materials which were then disseminated to the various target groups. To ensure maximum reach and efficacy of the campaign, a 360-degree communication plan was designed comprising of ATL, digital media and BTL activities covering TV, press, digital, outdoor media and on-ground activations, Campaign Music Videos. Originally set to commence on the 18th of March 2020, the campaign was postponed until after the statewide lockdown due to the Covid-19 pandemic. Inaugurated by the honorable minister for the Ministry of Health & Family Welfare on 10th December, it commenced on 12th December 2020. The campaign modified to incorporate the necessary health regulations following the onset of Covid-19.

RESULT: By the end of the campaign, a total of 36.59 million children were vaccinated which was 104% of the initial target set by the client. Aside from the numbers, the bigger takeaway from this campaign was the rise in awareness regarding vaccinations. Parents were seen to be actively interested in getting their children vaccinated. This was also evident from their video interviews in the vaccination centers and engagement on various social media platforms. The integrated communication strategy applied in this campaign eventually led to its immense success.

Efficacy

Super App Loading

Agency: Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: Mobile apps became a lifestyle partner for many of us. From ride sharing to all our telco needs, people are heavily dependent on apps. With this idea, Grameenphone wants MyGP to be the super app for all GP users and be the go-to solution for their lifestyle needs.

OBJECTIVES: Since, each user's need was different and unique, the major objective was to: Acquire new users by providing immediate value and retain each user through moment-based marketing.

CORE IDEA: To attain this objective, they took a Twofold strategy: Contextualization & Personalization

EXECUTION: Contextualization Strategy: A Yearlong plan was laid out identifying Fixed and Fluid(variable) moments. These moments laid a foundation for Both Acquisition and Retention of the App. During November, MyGP launched Bulbul update and promoted to its existing users to keep users informed about the Cyclone's path. MyGP was launched in Bangla during February through a massive awareness Campaign in respect to international mother language day along with their Digital Care Service within MyGP "SignLine" where the hearing and speech

impaired community can take GP customer Service. The association of sports has been key to MyGP's growth. Major Football and Cricket Tournaments (BD Cricket Matches, Bangabandhu Gold Cup, UEFA Cup, IPL – to be put on Text only)) were aired in the app for which heavy promotion was done to new and existing users. As Pandemic created a demand for online grocery shopping, they partnered up with Othoba and Shwapno providing special discounts for the users. App Marketing would not be a successful one until and unless they overcome the challenge to reach the right audience with top notch relevancy. Their Data Driven Personalization Strategy into Play. They utilized granular level targeting through Analytics and Grameenphone's business intelligence data to acquire relevant users and retain the existing ones.

RESULT: Through data driven personalized targeting and moment-based marketing, they achieved what they aimed for; and the results are: Monthly Active User growth from 2019 to 2020 was 33%. App stickiness growth was 14%. Daily Active User growth was 44%. Screenview went up to 43% compared to 2019. Download growth from 2019 to 2020 was 82.5%. Revenue growth from 2019 to 2020 was 536%.

Efficacy

Open bKash Account in Minutes

Agency: FCB Bitopi



BRONZE



BACKGROUND: As a category, MFS has really taken off in Bangladesh in the last few years, with bKash in particular rapidly becoming a word, even a verb, in households across the nation. From instant money transfers to fast, reliable and secure services such as Send Money, Mobile Recharge, Pay Bill and remittance from abroad, bKash has been helping people solve different challenges in their lives. One hassle, however, has been the need for people to go to agent points to open their bKash accounts. And eliminating this hassle was a challenge that bKash intended to solve through the introduction of new technology – In-App self-registration with the launch of bKash App 2.0, with which people could easily open their accounts, thus helping to acquire many new customers.

OBJECTIVES: To establish In-App registration as a solution/tool that to simplify the account opening process, letting people register themselves conveniently and comfortably, making people's lives easier and driving downloads to 1 million new customers and active usage within 6 months of the App launch.

CORE IDEA: The idea was to identify the different pain points an individual/consumer faces while opening a bKash account, and showcase how bKash addresses and solves these pain points using the app itself, thus making the process simpler and easier for everyone. The campaign was launched with the line “Notun bKash App e Account Khulun Minute ei” to show how easy it is to open bKash accounts and how easily the all transactions can be completed without any errors.

EXECUTION: Communication was developed highlighting the new self-registration feature, focusing on how bKash solves these major pain points, making customers lives easier. The renowned national actress Sabila Nur and K.S. Firoz were chosen to appear as daughter and father in communications, while communication in other mediums - app features, benefits and how to videos - were also created and published.

RESULT: bKash App was re-launched on September 2019 and by December 2020 it became the number one App in the Finance Category with 218% user growth.

Efficacy

Pay any Electricity Bill with bKash

Agency: FCB Bitopi



BRONZE



BACKGROUND: Modern living gets more and more complex every day. What people need are the right tools to help make their lives simpler and easier – and modern problems require modern solutions. bKash Pay Bill service is one such vital solution, giving consumers the ability to pay their bills from their fingertips, comfortably and conveniently, without waiting in lines or going to multiple venues. Starting with electricity bills, they wished to establish that Pay Bill has the largest Electricity bill payment network and communicated its convenience and assurance to the people.

OBJECTIVES: To create a network campaign aimed at changing the way consumers pay their bills by activating triggers or removing barriers in the way – to shift their bill payment behavior from analog to fully digital, and in doing so increase existing Pay Bill transaction count by 3 times by the end of 2020.

CORE IDEA: The idea was to showcase how anyone can now pay their electricity bill conveniently, comfortably and reliably with the bKash app. The campaign was launched with the line – “Sara Desh er Jekhono Bidyut Bill bKash Korun Nishchinte” to show that one can pay any electricity bill anywhere in Bangladesh with bKash.

EXECUTION: Communications were developed highlighting how all electricity bills can be paid through bKash, focusing on how bKash solves all the major pain points. Sabila Nur and K.S. Firoz returned as father and daughter for our communications, with other mediums including videos on app features, benefits and usage tutorials.

RESULT: From 2019 to 2020 transaction count has increased 192% and transaction volume increased 245% for Electricity pay bill.

Efficacy

Happy 50 Bangladesh

Agency: Grey Advertising Bangladesh Ltd.



BRONZE



BACKGROUND: This year marks the biggest celebration for Bangladesh as we complete our 50 years of Independence. But the youth of the country who make around 60% of total population seemed to be indifferent to it. Coca-Cola, the country's leading beverage brand who targets youth as their core TG took an initiative to resolve this.

OBJECTIVES: Build up the anticipation & excitement around the monumental occasion amongst youth. Ignite the sense of pride & thus ensuring youth's ownership of the country. Engage youth by channeling their inherent positivity and turn this occasion into a memorable celebration.

CORE IDEA: They took a deep dive into youth's life & found - youth are somewhat proud about the country's 50th birthday but they lack anticipation and excitement as they do not find themselves a part of the forthcoming celebration. However, when the world celebrates our achievements & milestones, youth tend to take great pride in sharing that and own the country's event. To ignite the pride & ownership of youth, Coca-Cola came up with a campaign "#Happy50Bangladesh" where Coca-Cola brought the whole world in to join the celebration & uplifted the excitement of youth.

EXECUTION: Coca-Cola reached out to the people all over the world asking them to send best wishes to Bangladesh. Wishes started to flood in from every corner of the world. #Happy50Bangladesh took over the internet as people from 48 different countries sent their love. Even cricketer like Andrew Russel joined in. The global wishes caught like wildfire and ignited the spirit of Bangladeshi people along with social media influencers so strongly that they started wishing Bangladesh by giving #Happy50Bangladesh. The media was all over the campaign. Coca-Cola released special Happy 50 labelled PET bottles and installed unique contoured bottles representing Bangladeshi culture and history, drawing massive attention. And finally, to get the youth really riled up, Coca-Cola released a grand song in collaboration with revered musician Arnob celebrating the golden jubilee. The song went viral right away with university clubs and popular bands on social media covering & sharing the song.

RESULT: The Campaign reached over 16M people. 9M viewed the song. Song got covered by university clubs & popular bands. Garnered thousands of positive comments. Got 5.9K #Happy50Bangladesh. XCM custom bottle produced. Brand Love Increase by 1%.

Efficacy

British Council IELTS Test Day Campaign

Agency: Havas Digital Ltd.



BRONZE



BACKGROUND: Availability of the preferred exam “test date” is very important for an IELTS candidate. But the registration journey allows the prospective candidates to see the available test dates on the 4th stage. As a result, many candidates return from the test day page after not finding their desired exam dates.

OBJECTIVES: British Council wanted to reduce the user journey by promoting the available IELTS exam test days to their prospective users so that they know the available dates ahead and plan & book accordingly.

CORE IDEA: Idea of this campaign was to create an automated/dynamic test day-focused ad so that they can have full control over the campaign dates promotion and adapt the ads whenever required without affecting the campaign performance. Since the availability of the exam dates highly depends on the booking volume and it frequently changes so using a static ad campaign was not effective and efficient because each time editing the campaign will drive the campaign to the review process again. Considering all these challenges, the way catalog ad usually used has been reimagined to promote the test dates effectively and efficiently.

EXECUTION: Facebook shop or catalog ad mainly made for

businesses who sell physical products. British Council is a service provider and doesn't have any physical products. However, to automate the test day focused ad, the dates have been transformed into a product by creating a shop catalog, and promoted it using Facebook catalog ad. 3 different sets of assets for all the available dates based on 3 test centers - Dhaka, Sylhet and Chittagong have been created. Google sheet as data feed or source has been used to automate the creative from where Facebook could automatically fetch and update the creative along with other information for the catalog ads. Whenever a date gets fully booked or the date passed that line item removed from the Google sheet and the ads got automatically updated without any manual edits. This way they creatively used Facebook to effectively and efficiently promote test dates.

RESULT: The goal British Council wanted to achieve through this campaign was highly successful as they promoted the test days in an automated way, and they have been able to do that very effectively and efficiently. This innovative campaign strategy has been highly appreciated by the British Council team, and this was actually replicated by the British Council India team with the help of Havas Digital Bangladesh team. Apart from this aspect, the campaign generated 64,907 link clicks, 24,356 landing page views and 101 IELTS registrations.

Efficacy

Confidence Kit

Agency: Mediacom Limited



BRONZE



BACKGROUND: Menstruation is a natural process but everyone hesitates to talk about it. Even in this urban society mothers don't know how to start the conversation regarding menstruation. Hence, Senora being the fast mover in sanitary napkin category came up with a "Confidence kit" which will serve the purpose of that orientation.

OBJECTIVES: To reach maximum household with the message that confidence kit is available and anyone can avail it through calling in Square Toiletries Limited toll free number. And help mothers to prepare their child for the future.

CORE IDEA: A mother is said to be the person who teaches most to the things to her kid, hence the core idea was to target mothers to inspire them that give your child proper knowledge and prepare them for the future.

EXECUTION: Everyday a mother prepares her daughter for upcoming obstacles in her life without any hesitation then why not for her first menstruation. In the TVC, we get to see a mother who is slowly preparing her daughter for daily life activities like cycling, baking, science project, etc. And she realizes she also need to teach her kid about Menstruation hygiene.

RESULT: After a short span of time, there was a huge response from different part of the city for the confidence kit. The target was to send 5000 Kits but they ended up sending 20000 kit around the country. So they can easily claim that they delivered awareness to 20000 girl who will start their journey with confidence.

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Efficacy

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Agency: Nagad



BRONZE



BACKGROUND: Nagad's expeditious growth in the MFS arena is unprecedented. Setting the gears of innovation in motion, Nagad has been identifying the utmost pain points of the MFS users from the very beginning of its inception. For the first time ever, Nagad rationalized the MFS charges, introduced the Digital KYC, and recently facilitated a 5-second method of easy account opening. The major challenge was to awaken these users from their deliberate ignorance and enlighten them about the fact that it just takes a few seconds to open a Nagad Account.

OBJECTIVES: Nagad's Mobile-to-Finclusion campaign was launched to accentuate the five top-of-the-line digital financial services and to accelerate customer acquisition and to drive usage in the existing customer base.

CORE IDEA: As the main objective of the Mobile-to-Finclusion campaign was the acquisition, the communication was divided into three vital parts- (1) Reason to believe, (2) Generating "Regret" for all competitive brand customers and (2) Call to action. 'Reason to believe' was Nagad's advantageous services, 'Generating regret' was to intrigue the sentiment of missing out the better services and 'Call to action' was to dial *167# to onboard with Nagad right away, without any hassle.

EXECUTION: For the first time ever in the history of Bangladesh, six TVCs from one singular brand were launched

simultaneously. All the TVCs had one common call to action – dial *167# to open a Nagad Account. Six top heartthrob luminaries of the entertainment industry – Mosharraf, Chanchal, Mishu, Mukit, Polash, and Shamim were exclusively tagged along with each TVC. In a very short span of time, the catchphrase went viral all across the country. Audio versions of the TVCs were broadcasted via the leading FM radio channels. The OVC versions of the TVCs were launched on social media, and all the avenues for promotion were tapped. Campaign activities in a nutshell: ATL – 6 TVC versions and 6 RDC versions; Digital – 6 OVC versions, 1000+ creative variations all through Facebook, YouTube, Twitter, LinkedIn, OTT platforms, in-app ads and local publishers. In addition, during Eid-ul-Fitr, 30+ drama contents were sponsored to promote the campaign.

BTL– Bibeker Ayna, "Bibeker Ayna" the most talked about activation that gave a unique experience smart screen where people could answer a few questions and see the values, covered 552 public places. Trade: POSMs in 64 districts and mic announcements in the 20 significant cities. PR: To keep the conversation live, there were multiple rounds of news, articles, op-eds and interviews were arranged.

RESULT: Total campaign reach was a hefty 7.5 Crore people with multiple frequency. This campaign not only just changed perceptions but also brought great business results. Biggest success was, there were 3 people opening a Nagad account every second.

Efficacy

Fresh Ramadan Combo Box 2019

Agency: Sun Communications Limited



BRONZE



BACKGROUND: Ramadan is the month of fasting, prayer, reflection, and community. But in Bangladesh every year an opposite picture is seen where prices of essential groceries go high, and the common people suffers from it. Fresh designed a combo pack with four Ramadan essential grocery products at a reduced price.

OBJECTIVES: To encourage the affluent part of the society to come forward and buy this combo pack to share with the less privileged community.

CORE IDEA: To recognize and encourage people's silent charity.

EXECUTION: To direct the behavior of audience they crafted a 'slice of life' story in a daily Bazar during Ramadan where people of all classes come together.

RESULT: Reach 12M, Shares 32K, Organic Reach 65%, And Fresh sold 60% more, that is 8,000 combo packs against their target of 5,000 combo packs.

Film

Grameenphone Online Etiquette

Agency: Magnito Digital



GOLD



BACKGROUND: Misuse of the internet has become a concerning issue in recent days. With the increasing number of internet users and easy access to internet, cyberbullying and online harassment have also increased significantly. To stop internet abuse, It is imperative to inform internet users about the right use of internet and online etiquettes that they must follow. Grameenphone as a socially responsible brand launched the campaign “ইন্টারনেটের দুনিয়ায় জানতে হবে, কোথায় আপনার থামতে হবে” to address the improper use of internet and raise awareness for this issue.

OBJECTIVES: The prime objective of this campaign was to raise awareness for online etiquettes and the appropriate use of internet through online video communication. In the light of recent events of cybercrime and online harassment Grameenphone stepped in to spread social awareness and deliver an important message on proper internet etiquette through this awareness campaign.

CORE IDEA: The core idea of this campaign was promoting safe and responsible use of internet to foster a safe digital space for netizens. Through multiple videos and static contents the campaign delivered the message how and why we should follow online etiquette for a better cyberspace. In this campaign, several instances of misuse of internet were depicted to spread awareness and encourage the audience to follow online etiquette and be responsible while using internet.

EXECUTION: In the first season they launched an OVC with Grameenphone's brand ambassador Tahsan. The 1 minute 35

seconds long OVC had elements of some contemporary events surrounding the misuse of internet and delivered a powerful message of the overall campaign to spread awareness. In the second season of the campaign they launched a series of 5 thumbstopper videos of 20 seconds duration on online platforms. The videos featured 5 different instances of improper internet use including online harassment, fake identity, cyber bullying and hate speech, internet privacy and spreading rumours. The grand opening, visuals, storytelling, and surprise element of these videos are all enough to grab the audience's attention. Each video reflected the core message of the campaign in a subtle manner. Supporting static contents including banner, online articles and PR content were posted on social media platforms.

RESULT: The campaign created a lot of buzz and grabbed the attention of netizens. The first OVC of was a massive success with 18M views, 700K reactions and 200K engagement- truly overwhelming positive feedback from the audience. The thumbstopper videos in the second season of the campaign continued their success, the first video received 4M views and 56K engagement, the second video got 6M views and 85K engagement, the third video got 4.3M views and 58K engagement, the fourth one received 5.5 M views and 51K engagement and the last video of the series got 5M views and 70K engagement. The campaign successfully spread the awareness of internet etiquettes and communicated the powerful message - “ইন্টারনেটের দুনিয়ায় জানতে হবে, কোথায় আপনার থামতে হবে”.

Film

Prothom Alo - NotHerFault - International Women's Day Film

Agency: The Big Content Ltd.



GOLD



BACKGROUND: Many organizations and corporations celebrate International Women's Day by posting content that honours women's contributions or just wishes them well. They took a different approach, aiming to create content that would breach social taboo and shift society's mindset. According to their findings, rape victims are perceived as a burden in our society. Furthermore, rape victims primary sufferer of victim blaming. Through their content, they wanted to remove the victim blaming culture.

OBJECTIVES: Bring positive impact on the lives of women. Change the problematic mindset of the society. Break the social taboo surrounding rape victims.

CORE IDEA: They wanted to challenge the victim blaming mindset by treating rape just like any other accident. No victim can be held accountable for the accident that happen to them.

EXECUTION: In the film, a boy and his family have come to see a girl for marriage , and later discover that she is a rape

victim. The girl doesn't try to hide instead she is very open and upfront about it. Though the boy's family is taken back by this fact, the boy, being the representative of new generation, steps up and sides with her. As we see in the film, rape victims are constantly bombard with unpleasant questions and remarks from the society. As the name suggests, the event of rape is not her (victim's) fault. Through this film they expressed their solidarity with rape victims by condemning the victim blaming mentality. For this campaign, they partnered up with Prothom Alo. Then there was Bidya Sinha Mim. She was so moved by the story and its depth, she act on it from the sense of social responsibility without demanding any charge.

RESULT: #NotHerFault has received tremendous audience response with close to 4 million views and 15,000 shares on Facebook and YouTube combined. Articles were published in local newspapers praising the work. The actress Bidya Sinha Saha Mim and the director Mahathir Spondon was interviewed by renowned newspapers. Altogether, the film was successful in achieving its intended results.

Film

Boldly Beautiful

Agency: X



GOLD



BACKGROUND: Lux has been in Bangladesh for 50 years but Lux's target group has not felt connected with the brand due to new beauty standards. It was challenging to make the audience feel connected with a new brand proposition syncing with modern thoughts and beauty concepts.

OBJECTIVES: Boldly Beautiful focused on hurdles the superstars, aspiring women, influencers had to face while pursuing themselves instead of their beauty.

CORE IDEA: This campaign was about creating a new brand proposition for Lux, focusing on the fact that women all over our society face a lot of beauty judgment while pursuing their dreams. Women should not care about the beauty judgments and confidently move forward to achieve their goals. To convey this message, they used various platforms like Facebook, Instagram, PR media, and display banners, so they can reach the maximum target audience which generated a massive response from the mass audience. Overall, this campaign created a buzz with its powerful communication through different platforms.

EXECUTION: The film was done by sending a beautiful letter to the influential and popular stars as well as influential women like – Bidya Sinha Mim (actress), Ridy Sheikh (dancer), Anika Rabbani, (Influencer and Yoga Instructor), Sayma

Rahman (Corporate lady), Dr. Afrin Sultana (Oncoplastic Breast Surgeon). They thought of writing a letter to give this message to all the bold and beautiful women across the nation. They developed a thematic commercial showing girls from different walks of life receiving it. And the main message of the letter was “Boldly Beautiful” so that we can appreciate the beauty of their hard work and the motivation that they should not feel bothered about any beauty judgments and shine in life the way they are doing. They couldn't think of a better day to air this beautiful video other than Women's Day. As Lux wanted to reconnect with its target audience with a new perspective and new purpose, they wanted to do something unique and interesting that would touch their hearts instantly.

RESULT: Throughout the campaign of Boldly Beautiful the TVC promotional activities received total video views of 5,602,087, 16,568,264 reach, 39,574,603 impressions and the total engagement was 5,528,429. On YouTube the OVC had 950,363 views and 2,497,237 impressions. Their Followers of Instagram increased to 3000 and the Google Display banner ads received a total amount of 950,363 views and 2,497,237 impressions. They also got free PR worth 10000 USD from the launching event which helped them to get a huge milestone on the Instagram Platform.

Film

Signline

Agency: Grey Advertising Bangladesh Ltd.



SILVER



BACKGROUND: 21st February is celebrated as International Mother Language Day around the world. But there is one language that often gets obscured even in this occasion- Sign Language. In Bangladesh, 30 lac people (unofficially close to a crore) are profoundly deaf. They continuously suffer to communicate since the practice of sign language is a rare thing to find around us. Be it everyday life, education or emergencies, the difficulty in communication makes life extremely hard for them.

OBJECTIVES: The objective was to solve the problem of communication for the profoundly deaf community. While the first part was about encouraging the mass to learn sign language, Grameenphone was also looking for ways to become more inclusive as a company, towards serving this community.

CORE IDEA: The idea was to use the power of internet to solve the problem of communication for the profoundly deaf. Since Grameenphone believes in making things possible, the campaign wanted to show how we could overcome any kind of barrier in communication, using the power of internet. The central communication brought the attention of the mass to this issue and an entire course was published so that the mass could learn sign language to communicate better with the people of this community. Besides, Grameenphone ensured increased inclusivity as a company, through launching a video call-based customer service platform for them.

EXECUTION: Firstly they had to get an expert who knows the sign language itself. They had a long discussion with her about their language and they sat with Tahsan (our brand ambassador) for 2 days before the shoot, make him learn few basic signs. Secondly and most difficult part was featuring the artists who are actually profoundly deaf and make them act in the whole TVCs. First, they had to brief the instructor then she had to make them understand also if there were any confusion then they had to again tell her to communicate with us. It was indeed a very difficult but the whole experience was very rewarding. Also the historic 7th march speech, in which leading celebrities like Mim, tahsan, Api korin, Nisho and few more participated in this great cause by translating the whole speech in sign language so that the profoundly deaf people can understand the spirit from which we had got our independence, which they could have never got to know.

RESULT: Coming from the objective, they wanted the mass audience to know the importance of sign language for both us and the profoundly deaf. The campaign results and acceptance had been very satisfying, in terms of review and numbers. The thematic TVC had a reach of 5.6 million and almost 4000 shares on FB. The 7th march speech had a reach of 554K people on fb. Adding to that they had made a long tutorial list in YouTube for the mass people to learn sign language, which in total had a view of more than 162K.

Film

Rodeta Ke Face Koro, Life Take Chase Koro

Agency: Mediacom Limited



SILVER



BACKGROUND: Revive is a Feminine brand, which speaks for women empowerment, Freedom and Confidence. In our society, whenever a woman wants to achieve something & chase her dreams, there are lots of challenges in front of her. On top of all, the extreme sun heat is another barrier while going outside. Therefore, if one can eliminate this primary challenge, the other challenges can be chased more profoundly.

OBJECTIVES: Communicating that- If you can face the very first Obstacle for going outside- "The blazing Sun" then you can chase the daily problems of life as well! The Active Sun-block can ensure that active young women can face the Sun with this Sunblock agent in their skin even while being outdoors.

CORE IDEA: In a society like ours women cannot go outside easily. Many obstacles are put forth on her way. But, first of all, it's the blazing sun that she fears most. The brand inspires women to face the sun; because if she can face the sun, then she can face other obstacles as well, as the communication line says- "রোদটাকে Face করো, লাইফটাকে Chase করো".

EXECUTION: The execution was mainly about how in our

society girls always face a stereotyping that girls cannot do unconventional jobs like- being an athlete, being photographer, cannot drive the cars, girls cannot do the jobs that requires being outside. In the TVC, we see three different scenarios, where people stare at the girls in a negative manner and pass harsh comments for being in that particular place. We see a bunch of girls playing football, getting a negative vibe. Again, a man shows annoyance with his rude manner just because the driver is a girl. Again, some men are seen gazing at two girls when they are simply passing by a street and comment something bad. So, for all the situations, the blazing sun is symbolic to the various people that are being the obstacle for their daily lives. Now, in order to move forward, the Revive Talcum Powder, enriched with Active Sunblock Agent ensures your protection from the sun and you can face the world without any hesitation and chase your life.

RESULT: Since the TVC was heavily focused on the girl empowerment and encouraging to move forward, the brand association blended with the theme and enhanced the brand Image of Revive Talcum Powder creating a hype in the young generation.

rain
shower
BATH & SHOWER GEL

“Raindrops
are falling on
my head...”

Wash away all your exhaustion with a
refreshing rainy shower experience



SQUARE



SQUARE TOILETRIES LIMITED

Film

Jui Phone Uthao Dekhiye Dao

Agency: Sun Communications Limited



SILVER



BACKGROUND: Sexual violence against women is one of the top-rated news across media in Bangladesh. Jui had already launched a mass awareness campaign on this issue. Now is the time to also empower women with a realistic solution.

OBJECTIVES: Create a campaign with a realistic solution for women to stop sexual violence against them.

CORE IDEA: Silence will not help, when people already have a strong tool in their hands like smartphones. So whenever and wherever women face sexual harassment can now protect themselves by using it.

EXECUTION: They designed an offer to win a smartphone with every purchase of Jui coconut oil. In their campaign audio visual, they showed how women can easily raise voice against any sexual harassment with their smartphone. The video was shared in social media and TV.

RESULT: 13.2 Million Reach, 7.3 Million Video Views and 28% IMS Unit Growth of Sales.

Film

Jui Stop Sexual Violence

Agency: Sun Communications Limited



SILVER



একটো ভার্জিন
নারিকেল তেল

আমাদের নীরবতাই ওদের সাহস



অভিযোগ করুন, পরামর্শ নিন

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BACKGROUND: Sexual violence against women is one of the top rated news across media in Bangladesh.

OBJECTIVES: Jui as a brand of strength and hope for women, felt responsible to launch a campaign to raise mass awareness on this issue.

CORE IDEA: To put guilt on the minds of people and encourage women not to keep silent rather speak up whenever there is a sexual violence against them.

EXECUTION: The film tells a story not so unknown but

unfortunate encounters women face daily; from unwanted male gaze to groped on the street, from being raped on bus to being shamed by society. Even little girls fall upon the prey of sexual predators. With this film, they aided women with emergency helplines to lodge complaints. They integrated JUI toll-free number, national helpline for this purpose.

RESULT: Their campaign titled “আমাদের নীরবতাই ওদের সাহস” straightway stirred the social media platforms with millions of shares and interactions. They got 24M+ Impression, 8M+ Video Views with this content.

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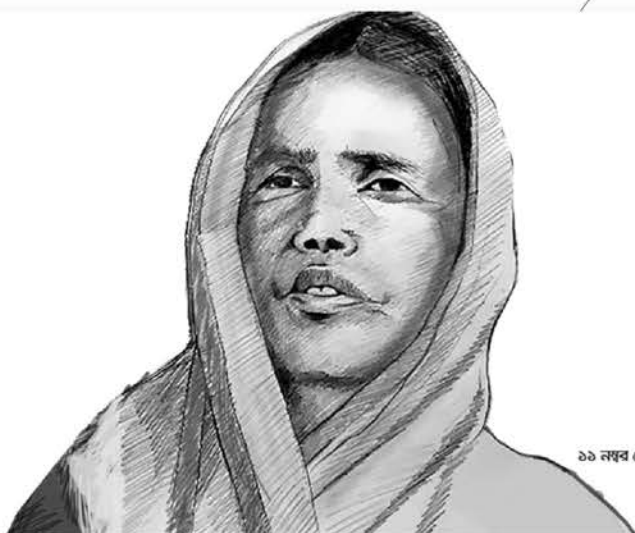
Film

Jotne Gora Bijoy: Taraman Bibi

Agency: X



SILVER



বীর প্রতীক তারামন বিবি

(জন্ম ১৯৫৭, মৃত্যু ১ ডিসেম্বর, ২০১৮)

১৯ নম্বর সেপ্টেম্বর বালু, তথ্য সংগ্রহ ও সমুদয়মুদ্রা নিয়োজিত ছিলেন।

BACKGROUND: Bashundhara Fortified Soybean Oil, which has become the market leader in the last one year, had made an OVC for Victory Day last year, keeping it relevant and communicating from a “caring” point of view.

OBJECTIVES: The objective of this OVC was to highlight how so many people have cared for this country and fought bravely for its freedom, without worrying about their lives. Bashundhara Soybean Oil speaks of caring, so they wanted to portray someone who cared about their country.

CORE IDEA: The core idea was to highlight a less spoken of, brave and a feminine role, played in reality by a patriotic woman. Taraman Bibi, one of the two female freedom fighters, was the perfect fit. She has also received the title of “Bir Protik”.

EXECUTION: The OVC shows a girl who is deemed to be a mad. People make fun of her or shoo her away, but this teenage girl’s madness was of a different kind. Her madness was for her country. She loved and cared about her country enough to pick up weapons at an age as early as 13 and receive whatever amount of training, to go fight for her country’s freedom. She was well aware that she might lose her life, she might not see her mother, but nothing stopped her in her tracks. She went head to head with other freedom fighters and fought the war like a true hero. She showed the world what the meaning of madness really is.

RESULT: Throughout the one month campaign, a total of 14,259,114 impressions, 6,644,750 reach, 6,193,354 engagements and 535,548 clicks were made.

Film

“Shishu Oporadhi”

Agency: ACI Premio Plastics



BRONZE



BACKGROUND: There was time when kids used to spend enough time with the family members and play in the fields which would help developing them physically and mentally. But as parents are becoming very busy these days, they are more likely to give mobile phones to the kids. So, kids are becoming attached to mobile phones and less likely to be in physical activities; causing them mental and physical issues. Parents are distressed and also helpless to find any solution to this problem. ACI Premio Plastics, keeping it in mind, was trying to making awareness about this problem among people and connecting its' toy product with the problem.

OBJECTIVES: The objective of the campaign was to develop a TVC which will highlight the problem of children not being physically active much and to increase brand awareness of “Captain Bike” toy connecting it with the problem.

CORE IDEA: The core idea was to focus on the current problem going on about children being inactive and uninterested towards physical activities. Children getting attached to devices is concerning, keeping that in mind as a solution the idea of “Captain Bike” came.

EXECUTION: The creative strategy was to place “Captain Bike” as a toy which helps in the development of kids’ mental and physical strength. So, the main strategy was to positioning “Captain Bike” as reliable toy brand in the minds of the parents so that they feel that it will help in the mental & physical development of their kids. In an unusual and creative way and providing an effective solution against those problems, the toy was introduced. There was creative freedom during the execution of the TVC. That’s why they moved aside from usual script and developed a script which will execute the core idea in an unusual and ecstatic way. They picturized the problem of kids’ mobile addiction within 2 minute TVC and tried to emotionally connect consumers to the story.

RESULT: The campaign got a very expected and good response. They received around 8.3K comments in the campaign post. 90% of the total comments were positive. The campaign OVC was shared by different Facebook pages and YouTube channels.

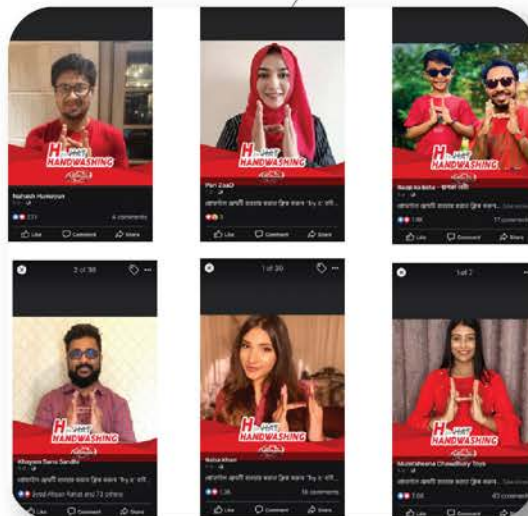
Film

Lifebuoy H for Handwashing

Agency: Analyzen Bangladesh Limited



BRONZE



BACKGROUND: Global Handwashing Day (GHD) is an internationally recognized campaign; it occurs on October 15th every year. There has never been a more significant time to change the handwashing behavior of the world - forever. Lifebuoy wants to make a fundamental change to help the world stay protected.

OBJECTIVES: Lifebuoy wanted to play a part in making the constant need of handwashing a long-term behavioral change for their TG even after the pandemic ends, so they started from the root level (Kids) for making this fundamental change. To illustrate this visually, they needed to create an AV.

CORE IDEA: The campaign aimed to transform the letter “H” or “হ” into a symbol of handwashing by making hand washing a part of the curriculum H for Handwashing. Today the importance of the letter H has the greatest impact in the lives of many, as H for handwashing can not only protect one from Covid-19 but also can potentially save one’s life. So, they decided to educate H for handwashing to the children as they are the foundation for a better future through a revolution. The core of the idea lies in transforming the letter H into a symbol for handwashing.

EXECUTION: Starting its journey in Bangladesh, the “H for Handwashing” Campaign AV was adopted for Pakistan and got promoted globally. The challenge was to connect with children and pledge to teach H for Handwashing to every child around us by presenting the ideal way of handwashing to fight germs through children. The AV highlighted school-going children to make the message relatable and convincing. The children washed their hands with their school uniforms on, which relates to the essential task of practicing handwashing at school. They held a Webinar with the Education Minister and NGO partners where their jingle was played. KOLs called out for petitions generating over 210,000 organic views. They created their own covers of the jingle & uploaded H hand gesture and updated profile frame. A user generated contest was initiated by Shakib al Hasan, to popularize the “H for Handwashing”.

RESULT: 28,782 petitions were signed. Facebook poll from Prothom Alo’s page also resulted 51.5K Yes, 20.4K No, for H for Handwashing. 587,578 people visited the website. Reached over 17.77M (54% of 33M) @ 3+ freq on Facebook. The film and the jingle became a favourite for both kids and the parents and a popular catchy tune to sing along.

Film

Nestle Victory Day - 2020

Agency: Asiatic Marketing Communications Ltd. / Asiatic 3Sixty



BRONZE



BACKGROUND: The Eve of 50th years of Bangladesh was not something pleasant for us. Despite all the odds, the nation was stronger than the world expected to. We fought back and stand firm against the global pandemic, just like we did in 1971. Not only the front liners, but people who have been supporting them to get the job done from working behind the scene are equally part of this credit.

OBJECTIVES: To spread the positivity among the audience that the nation is moving ahead and growing stronger despite all the odds.

CORE IDEA: For Fifty years, from the dawn of independence till present global crisis that the whole nation is going through, there were people who have been working relentlessly without any appreciation, and helped us to achieve the unachievable. Little contributions from everyone around had a greater impact, which led us achieving our Freedom. And just like that, Nestle has been working silently

and relentlessly as well to ensure nations food safety. Thus, they wanted to create a story on the same idea to have a positive impact, where they land on their thematic, “ভালো রাখতে আছি সাথে”. Hence, they came up with “লাইফটা গড়ো নিজের মতো” as the creative line.

EXECUTION: An OVC on a person, who's father had taken 100 taka from a Freedom Fighter during the time of the Liberation war. The son is looking for the person from whom his father took the money, so that he can give it back, as per his father's wish. Going forward, he learns an astonishing truth about his father, which makes him amazed.

RESULT: This was one of the most talkability created Victory Day Campaign. Audience's reaction were amazing. Many of the Freedom Fighter's Children shared their father's story in the comment section, and could easily connect with the OVC. Noticeable Online- PR 4.9M views, 232k Reactions, 4.2K Comments, and More than 10K shares.

Film

Ditch Cable, Switch to AKASH

Agency: Lie to Eye



BRONZE



BACKGROUND: Cable TV means troubles such as picture distortions, disconnections, glitches and what not. So, for the launch of AKASH DTH by BEXIMCO, they wanted to make a full-on entertainment AV focusing on the DTH solution to those problems and educate people with humor.

OBJECTIVES: One of the objectives was to create nationwide awareness about AKASH DTH and DTH technology through the AV. Another objective would be to trigger conversation to shift from Cable to DTH by focusing on the problems of Cable and present AKASH as solution.

CORE IDEA: In the AV, they wanted to display how Cable leads to Trouble. With the Cricket World Cup at doorstep, they wanted to tie the occasion with their AV as well. They decided to craft an overly-exaggerated situation of how a simple Cable TV problem initiated a chain reaction of events that led to Bangladesh potentially losing a World Cup match and how AKASH DTH would have prevented all those disasters. With Gully Boy and Momtaz's Rap trending at the time, they decided to infuse a witty rap jingle, keeping in tune with the humorous and witty tone of the brand.

EXECUTION: In an era where brands try to align with social causes and emphasize on making emotional videos, they

wanted to take on video advertising to its purest form: ENTERTAINMENT. They crafted a 90-second, full-on entertainment bomb directed by Adnan Al Rajeev where a man's rage caused by cable distortions while watching a live match of Bangladesh triggered a series of events that led to an accidental crash with an electric pole which leads to a blackout throughout the city, eventually cutting power off in the stadium. They eventually showed how using AKASH would have provided a clear and uninterrupted HD transmission and everything would have remained just fine. The video was coupled with a very catching rap jingle composed by Pritom that described the whole scenario in a comical tone.

RESULT: The video generated 5.6 Million Views and 470 Thousand Engagements from Digital and TV with 1.4 Million Additional Views achieved through unofficial channels. The video received 800 Thousand Views on YouTube with an astounding 85.6% completion rate at an average view duration of 77 Seconds. The video acquired a PR Value of BDT 1.4 Million. The video was even shared from Ads of the World and acknowledged by international media. The jingle was so popular that it was turned into a full song. The overall launch resulted in 14,525 product sales in just 40 days.

Film

Senora Bhai Bon

Agency: Mediacom Limited



BRONZE



BACKGROUND: Women in a male-dominated society like ours encounter many limitations every now and then, and buying sanitary napkins is one of those. They usually buy sanitary napkins from a male shopkeeper or through a male family member and in both cases there is hesitation. Covid 19 lockdown from March 2020, worsened the problem. A huge number of physical store shoppers had to push themselves to turn their daily purchase behavior towards online purchases. Hence, Senora wanted to make male counterparts supportive about the period and come forward in times of her need.

OBJECTIVES: To let the consumers know that Senora is available in ecommerce sites and they can avail it easily just like any other goods.

CORE IDEA: The idea was to portray a story between a brother and a sister. The story would eventually portray the realization of the brother of his sister's problem and himself coming up with the solution to order a pack from online.

EXECUTION: An OVC was made with a very beautiful portrayal of the issue through interaction and conversation between a brother and sister. A brother was seen on the video initially who is looking for his sister in rooms and finds her in roof top.

In her first appearance she is worried with something and when the brother is trying to interact with her, she get agitated. With the flow of their conversation, it is seen that the sister is hiding something and do not think her brother will understand the issue if shared. However, later it came out that the brother understands and came up with the solution of purchasing sanitary napkin from ecommerce sites.

RESULT: At first, it received social media attacks as religious extremists, orthodox mindsets, feminazis started to co-relate the campaign with futile topics like sex, masturbation, moral obligations etc. Hate speeches, call to boycott Senora were on rise. But then again there was group who came forward against all odds and scrutinized taboos. Established bloggers, social platforms stated their vote for Senora & raised their voice against all the typical mindsets. Total Reach OVC – 12,493,812 in facebook which was the highest reach in the history of Senora. 238k+ engagements were generated. 70% online sales increased during the lockdown period of March, April and May. 28K organic page likes added during the campaign period. The campaign was a huge success that they drove the content on traditional media. Till now 1.3 million in PR and counting.

Film

Fresh Tissue Breast Cancer Awareness Campaign

Agency: The Big Content Ltd.



BRONZE



BACKGROUND: Fresh Tissue wanted to create an out-of-the-box campaign which will do some real betterments to the society since their Brand Promise is to “Wiping Out Negativities” or “মুছে যাক ঋণি”, and also at the same time, this campaign aimed to create a huge Top-of-Mind Awareness for the brand.

OBJECTIVES: One objective would be to wipe out real social fatigue. In this case, educate the general people about Breast Cancer and help them reduce the death toll. Create huge Top-of-Mind Awareness for the brand. Engage the audience with the brand, and increase sales.

CORE IDEA: Breast Cancer's huge death toll in this country is due to the lack of common awareness. Since it's almost a taboo to talk about breast-health in our culture, we wanted to break this stigma and raise a massive educational conversation on Breast Cancer Awareness.

EXECUTION: They started the campaign with a commercial where a son asks his mother if she had medical check-ups for Breast Cancer. This story was targeted to break the stigma of talking about breast-health. This commercial ended with a call-to-action for registering for a free breast cancer check-up organized by Fresh Tissue. To inspire our women for regular medical check-ups, they organized a medical camp including

20+ hospitals for free check-ups at 8 divisional cities. They were able to provide free breast cancer primary check-ups to over a thousand women. They also launched a website (www.muchhejaakglani.com) in Bangla which has all the life-saving information of Breast Cancer in one place. Then they launched a special tissue box in the market on this occasion where they announced to make a donation for every box sold.

RESULT: This campaign's result was a massive success. Through this campaign, they made people more aware than before about the deadly impact (19 deaths per day) and its possible preventions (regular medical check-ups) for Breast Cancer. Many young family members brought their female family members for medical check-ups. They were able to raise the awareness and breaking the stigma of talking about Breast Cancer and breast-health as well. Finally, people learnt the necessity of regular medical-ups for Breast Cancer to stay safe. And from the brand's perspective, people now can connect Fresh Tissue with wiping out negativities more than ever. This campaign successfully created a socially concerned brand image for Fresh Tissue which was the main brief. Also, since the campaign started running from February 2020, their average sales went higher from the very next month in March 2020.

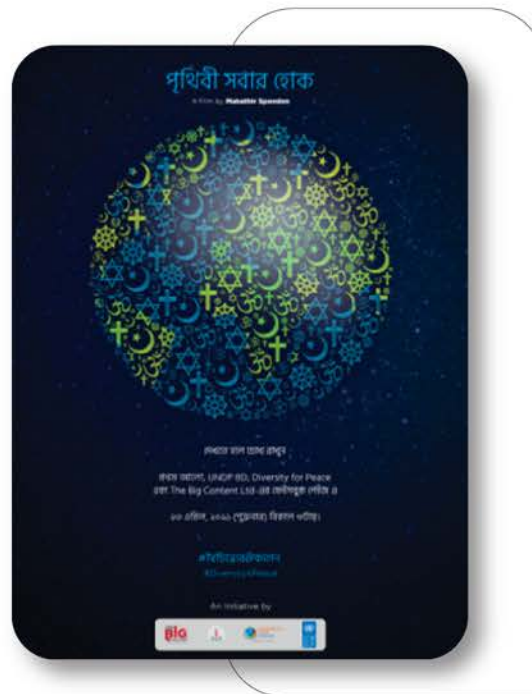
Film

UNDP Prithibi Shobar Hok Film

Agency: The Big Content Ltd.



BRONZE



BACKGROUND: Ramadan is an auspicious month for Muslims all over the world. During this month, we sometimes get see few extremist cases where restaurants are vandalized, and eating in public places is judged and discouraged. All these events create hesitation for other religious groups who are not obligated to fast. That's when they thought of a way to address this social issue while also portraying communal harmony.

OBJECTIVES: The core objective was to promote diversity for peace. As well as that increasing tolerance towards diversity, creating community cohesiveness and mutual respect among different religious groups and to make others feel equally included.

CORE IDEA: The core idea of Prithibi Shobar Hok was to show how non-Muslim colleagues are hesitant to drink water let alone his regular meal in front of his fasting colleague. So, they tried to break the stereotype by making Muslim colleague bring lunch for his Hindu colleague; then he assures his Hindu colleague that it is absolutely okay to have

lunch in Front of a fasting Muslim, and doing so would not harm his fast.

EXECUTION: This film takes place in a government office where audience will get to see two co-workers with different religious beliefs, are cordial to each other, and they enjoy having lunch together. Since the holy month of Ramadan is approaching, the Muslim co-worker will no longer have lunch. There is this misconception that implies eating in front of Muslims can weaken their fast. Knowing this, non-Muslim colleague feels hesitate to eat lunch and drink water inside the office. To break such stereotype, they have posted this film on both official pages of UNDP and The Big Content Ltd. They were able to convey their intended message to audience through social media with a tag "Prithibi Shobar Hok".

RESULT: UNDP Prithibi Shobar Hok received widespread acclaim, and generated pleasant organic response and buzz from the audience. It has more than 3 million views and 30,000 shares combined on social media platforms by the hashtag #পৃথিবীসবারহোক.

Film

Walton শিশু কানন Campaign

Agency: Walton



BRONZE



BACKGROUND: Walton one the most prominent & loved Bangladeshi electronics brand. Since its inception WALTON has continuously focused on customer satisfaction maintaining superior product quality. Walton always tried to provide a better living standard to the customers through its innovative products. As a loved brand Walton wanted to stretch its efforts a bit further to contribute to the lives of its customers. To position itself as a beacon of hope WALTON through শিশু কানন Campaign aimed at communicating the positive change WALTON brings in the life of its customers.

OBJECTIVES: The core objective behind this campaign was to communicate how dedicated and sincerely WALTON continuously strives to serve its customers also at the same time use this communication to boost up the moral of its sales force as well as to generate positive TOMA in the consumer mindset. The campaign was designed to position WALTON as a consumer centric brand that cares for the wellbeing of its customers.

CORE IDEA: The core idea of this campaign was to communicate and establish WALTON as brand that is more committed towards serving the customer purpose than making business in this trying times.

EXECUTION: The story was built around the campaign idea,

portraying the impact it drove in the life of its customer. What an important role a refrigerator plays in our day-to-day life is beyond our imagination as we are very much accustomed with it, we tend to forget the impact of it. The commercial taps in the heart of the audience through excellent navigation and subtle connection with the product purchasing cycle of a regular customer of WALTON. The authenticity of the story that depicts how an ordinary sales person from WALTON goes out of his bounds to help the helpless, how he takes all peer pressure with a smile just to ensure that the helpless gets an upgrade in their standard of living, how he embodies the spirit of WALTON. The campaigns brilliant media execution on Television and on Digital Media platforms adds a wind of change on how WALTON is perceived by the audience, serving the purpose & objective of this campaign to generate positive and lasting TOMA, promoting WALTON as a socially responsible Brand and influence the decision making of customers.

RESULT: The campaign got widely accepted by the audience across the nation. It garnered 4.1 million impressions on social media with 2.1 million reach and the campaign was viewed more than 1.9 million times. The campaign inspired thousands of WALTON customers to connect & communicate with the brand and share their part of the story and best wishes for WALTON.



Automated Customized Steel Solution

NEED RODS OF ANY SHAPE OR SIZE ON TIME? BSRM FASTBUILD IS THE SOLUTION

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- Can be used in limited spaces • Made in compliance with Bangladesh National Building Code (BNBC) • Prevents wastage of rods • Saves time and money during construction
- Ensures delivery of rods at the right time

BSRM FastBuild offers 3 types of products and services

- Bar Bending Scheduling (**BBS**) • Cut and bend • Ring or stirrup



To know more
Scan the QR code

Film Craft
Akash DTH Launch TVC
Agency: Runout Films



GOLD



BACKGROUND: In Bangladesh, 90% of the Televisions are dependent on Cable operators for local and foreign channels. This ancient technology not only transmits analog signals, but also creates problems such as picture distortions, disconnections, location stagnancy, extended cable charges, limited channels and even extortions by operators. With a view to solving this problem, BEXIMCO launched the first ever Direct-to-Home service, AKASH DTH. And they wanted to create a digital launch campaign like none has ever seen before.

OBJECTIVES: Creating nationwide awareness about AKASH DTH and DTH technology, educating audiences about the benefits of DTH technology in comparison to traditional cable connections, trigger behavioral shift from Cable towards DTH and drive maximum sales for AKASH DTH online.

CORE IDEA: To emphasize the trouble faced by cable connections and encourage people to shift to AKASH DTH, They wanted to create a set of unique communications under the message, “CABLE-এরট্রাবলছেড়েSWITCH করোআকাশ-এরঝকঝকে HD দুনিয়ায়”. They aimed to create a 360-degree online launch campaign involving a 90-sec never-seen-before online AV experience coupled with Key Visuals and Ad Contents which focuses on the problematic Cable life and intrigues customers to switch to AKASH. They wanted to cover all the major digital touchpoints including Facebook, Google, YouTube, Mobile Apps, Local Publishers and Ad Networks to and craft innovative platform specific contents to make the campaign a success.

EXECUTION: They crafted a 90 sec full-on entertainment world cup themed film that took people by surprise. Before

the launch of AKASH, they created hype with the theme of “Cable Manei Trouble!” that displayed glitchy transmission of TV. After launch, they followed up with visuals focusing on their core message, “CABLE-এরট্রাবলছেড়েSWITCH করোআকাশ-এরঝকঝকে HD দুনিয়ায়” that displayed people’s life with cable and AKASH respectively. They also launched an Educational AV to educate people on DTH which was massively appreciated. They partnered up with Eskimi to create an interactive ad where people can “Swipe” to switch between Cable world and Akash world. Also partnered up with ADA to create the first ever Cricket World Cup Live Streaming Banner in Robi My Sports App. They published In-stream Ads based on the AKASH OVC targeting people who love to watch Bangla and Hindi Drama Serials on YouTube. They targeted 510 top visited apps in Bangladesh including communication apps such as Viber, Emo etc. to reach the mass audience. They created 25 different Adsets to ensure the maximum reach to AKASH’s potential consumers.

RESULTS: Facebook: 44,458,616 lifetime total Impressions, 13,306,669 lifetime Total Reach (Unique Users), 802,939 Unique Engagements, 6,951,643 Total Video View with 3,899,084 Lifetime Unique Video View. 522,985 Website Visit, 14,545 Product Booking. 7,806 Units AKASH Sold in 42 Days. Google: Google Display – 17,020,829 impressions served, 150K+ clicks, Average CTR 1.4%, Highest CTR 2.2%. YouTube: 801,399 Total Views. 12,384,428 Total Impressions in Robi My Sports App, with 1,933,840 Unique Reach and 6.79% Average CTR and 8.27% Highest CTR. 5,760,456 total Impressions in Interactive Display Banner by Eskimi, with 2,722,706 Reach and 0.55% CTR. 47,153,858 Impressions Served in Local Media with 270,772 Clicks.

Film Craft

Studio X Shampoo

Agency: FCB Bitopi & bFilms



SILVER



BACKGROUND: Men and women have very different types of skin. They both need grooming products specialized for their skin type; but in Bangladeshi households, this hasn't really sunk in yet. Households here typically share the washrooms and female's products dominate in terms of toiletries. Most men in Bangladesh use female products - soap, cream and shampoo - despite needing specialized care.

OBJECTIVES: To inform (and nudge) men to use specialized products made for them by creating strong talkability and awareness – and to not settle for women's shampoo.

CORE IDEA: In general, men tend to spend more time outdoors than women. This exposes their hair to different outdoor situations, making scalps oily and causing dandruff. And in today's brave new world, young men (our audience) are always looking to create their own identity; and while dandruff massively hampers their style, these men don't know how to choose the right grooming products. The idea was to provoke the need for a specialized male grooming

product and discourage them from using family or female shampoo as a solution of their dandruff, due to the special needs of men's hair.

EXECUTION: As a nation, Bangladeshis have a preconceived notion – everything is better when it's made abroad. As their product was developed with the help of international experts, they gave it a foreign look and feel.

The entire film was shot locally, but was given a purely extraterritorial look and then dubbed for the local market. This approach had never been taken before in this country, and so made a massive impact among the young men in Bangladesh.

RESULT: After the Launch of Studio X Shampoo Film, The Awareness of Studio X has increased 10 times in last 12 Months (From June 20) among Male TG. The Brand in only in its 2nd Year in its journey and the Studio X Shampoo Film has given a great mileage to establish Brand's Strong Awareness among the Male Audience of Bangladesh.

Film Craft

Lux Boldly Beautiful

Agency: Runout Films



SILVER



BACKGROUND: Lux as a brand has been operating in Bangladesh for 50 years and always had the brand proposition of enhancing beauty like the superstars. At a certain period of time women used to aspire to be celebrities and used to consume Lux products, especially young girls. But nowadays, the main target group of Lux Is losing their interest as they do not feel connected with the brand as they are more practical about life, career oriented and more determined to pursue their dreams. So for a brand like Lux, it was a challenge to make women feel more connected with the brand with a new brand proposition.

OBJECTIVES: The campaign focused on the fact that women in our society face various types of judgments in terms of their profession or pursuing their dream, every single day. Throughout the campaign they tried to feature superstars, aspiring women, influencers not in the perspective of their beauty, rather the judgments they had to face while pursuing their dreams how they have overcome it gracefully through their bold attitude towards life.

CORE IDEA: The idea was to showcase the beauty judgments women nowadays face in their day to day life while pursuing their career or professional life even though they are influential or celebrities so that women of every age and class can relate with them that how they also face the same judgment from society. Keeping that message in mind, they also portrayed that women should not feel any kind of hesitation or feel bad about it when they hear any beauty judgment, rather they should be more fearless and bold.

EXECUTION: The overall campaign was done by sending a beautiful letter to the gorgeous and popular stars as well as influential women like – Bidya Sinha Mim, Ridy Sheikh, Anika Rabbani, Sayma Rahman, Dr. Afrin Sultana. The purpose of sending the letter was to create a heart to heart connection with women. The letter was also sent to influential women of Bangladesh as an invitation to the launching event of Lux – Boldly Beautiful so that people can appreciate their hard work and motivation so that they should not feel bothered about any beauty judgments. The overall thoughts were beautifully portrayed by TVC and the message was delivered digitally. A lot of influencers, Models, women in different professions participated in the event and shared their opinions through social media, Instagram, sticking notes on the "Judgement Wall" and it was a successful PR collaboration with the influencers. Different types of beauty judgments were also placed in Google display banners to reach out to every single woman and convey the message that they should go ahead in their life rising above all the beauty judgments.

RESULT: This campaign gained much popularity and reviews with a great conversion rate. On Facebook for the style on the go series, total audience reach was 2172372, the total number of engagement was 703173, and people viewed the content 675688 times. The number of followers on Instagram went 6000 to 13500 throughout the campaign period. On YouTube, the series of style on the go got 54043 views, and average view rate was 27.98%.

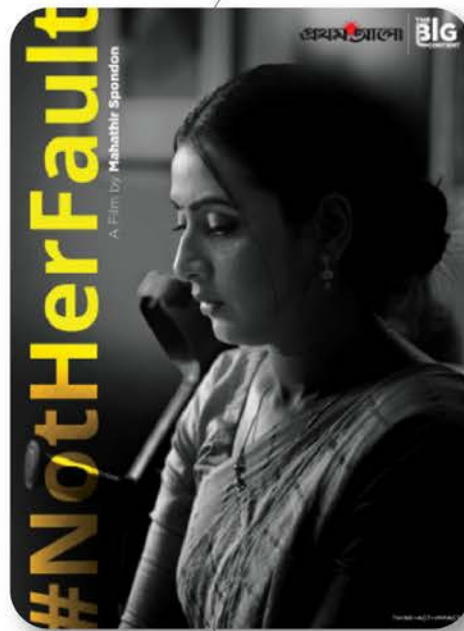
Film Craft

Prothom Alo - NotHerFault - International Women's Day Film

Agency: The Big Content Ltd.



SILVER



BACKGROUND: Many organizations and corporations celebrate International Women's Day by posting content that honours women's contributions or just wishes them well. They took a different approach, aiming to create content that would breach social taboo and shift society's mindset. According to their findings, rape victims are perceived as a burden in our society. Furthermore, they are the primary sufferer of victim blaming. Through this campaign, they wanted to remove the victim blaming culture.

OBJECTIVES: Bringing positive impact on the lives of women, changing the problematic mindset of the society and breaking the social taboo surrounding rape victims.

CORE IDEA: They wanted to challenge the victim blaming mindset by treating rape just like any other accident. No victim can be held accountable for the accident that happened to them.

EXECUTION: In the film, a boy and his family have come to see a girl for marriage, and later discover that she is a rape

victim. The girl doesn't try to hide the fact and instead is very open and upfront about it. Though the boy's family is taken back by this fact, the boy, being the representative of new generation, steps up and sides with her. As the audience see in the film, rape victims are constantly bombarded with unpleasant questions and remarks from the society. As the name suggests, the event of rape is not her (victim's) fault. Through this film the brand expressed solidarity with rape victims by condemning the victim blaming mentality. For this campaign, they partnered up with Prothom Alo. Then there was Bidya Sinha Mim who was so moved by the story and its depth that she performed on it from the sense of social responsibility without demanding any charge.

RESULT: #NotHerFault has received tremendous audience response with close to 4 million views and 15,000 shares on Facebook and YouTube combined. Articles were published in local newspapers praising the work. The actress Bidya Sinha Saha Mim and the director Mahathir Spondon were interviewed by renowned newspapers. Altogether, the film was successful in achieving its intended results.

Film Craft

Grameenphone Chailey Shombhob

Agency: Half Stop Down Ltd.



BRONZE



BACKGROUND: 2020 was a year of uncertainty. Corona virus started spreading throughout the nation. Government imposed lockdown. Office got closed, schools got closed, business got closed. People were in a misery. They had no clue how to get back to regular life again. How to control the pandemic situation. And how to get life back on track again.

OBJECTIVES: Under such pandemic situation, it was time to rethink what they could say on behalf of the brand to the people to get back their lost hopes and show them the way forward in the situation the whole nation was. Objective was to bring life back to new normal. Make people get used to the new way of life style. Make them use internet to resolve their day to day activities and problems.

CORE IDEA: If wanted IT'S POSSIBLE. With the largest 4G internet network base it's possible to do things which people never believed would have been possible. People connecting

all over the nation with 4G internet to online offices, business meetings. Students doing classes, teacher teaching students, farmers selling products and goods online to customers and what not. Just because it's lockdown and pandemic, life won't stop. With the help of widest internet network nationwide anything is possible.

EXECUTION: With so many aspects of life they had to show starting from office to school also online doctor and online business, everything thing that made possible through internet and to make the communication understandable to the audience was challenging. A beautiful chorus "everything is possible. Everything will be fine" to add along made the film a complete to the audience.

RESULT: Massive amount of people loved it. They showed their appreciation through reactions on the content and sharing it all places.

Film Craft

Rodeta Ke Face Koro, Life Take Chase Koro

Agency: Mediacom Limited



BRONZE



BACKGROUND: Revive is a Feminine brand, which speaks for women empowerment, Freedom and Confidence. In our society, whenever a woman wants to achieve something & chase her dreams, there are lots of challenges in front of her. On top of all, the extreme sun heat is another barrier while going outside. Therefore, if one can eliminate this primary challenge, the other challenges can be chased more profoundly.

OBJECTIVES: Communicating that- If you can face the very first Obstacle for going outside- "The blazing Sun" then you can Chase the Life as well! The Active Sun-block can ensure that active young women can face the Sun with this Sun block agent in their skin even while being outdoors.

CORE IDEA: In a society like ours women cannot go outside easily. Many obstacles are put forth on her way. But, first of all, it's the blazing sun that she wouldn't like. The brand inspires women to face the sun; because if she can face the sun, then she can face other obstacles as well, as the communication line says- "রোদটাকে Face করো, লাইফটাকে Chase করো".

EXECUTION: The execution was mainly about, in our society,

Girls always face a stereotyping that girls cannot do unconventional jobs like- being an athlete, being photographer, cannot drive the cars, girls cannot do the jobs that requires being outside. In the TVC, three different scenarios are seen, where people stare at the girls in a negative manner and passes harsh comments for being in the particular place. Then it is seen a bunch of girls playing football, getting looked at with a negative vibe. Again, a man shows annoyance with his rude manner just because the driver is a girl. Again, some men are gazing at two girls when they are simply passing by a street and comments something bad. So, for all the situations, the blazing sun is symbolic to the various people that are being the obstacle for their daily lives. Now, in order to move forward, the Revive Talcum Powder, enriched with Active Sunblock Agent ensures your protection from the sun and you can face the world without any hesitation and chase your Life.

RESULT: Since the TVC was heavily focused on the girl empowerment and encouraging to move forward, the brand association blended with the theme and enhanced the brand Image of Revive Talcum Powder creating a hype in the young generation.

Film Craft

Shwapno – A Tribute to Niloy Das

Agency: Salt Creatives



BRONZE



BACKGROUND: For National Teacher's Day on 20 January 2021, they wanted to show respect to all teachers hidden among each and every line of work. They remembered a forgotten teacher who had laid his life down for the future of Rock n' Roll in Bangladesh and inspiring the youth.

OBJECTIVES: To let people know the contributions of the talented and the undisputed teacher of Rock n' Roll in Bangladesh, Niloy Das. And to remind the masses the importance of inspiring the youth, the need for the proper guide in life for a better future.

CORE IDEA: The route they choose was to tell a story which upholds his philosophy and his way of life. They wanted to portray his dreams and the legacy he left behind in his students. They wanted to make a short documentary which paid an honest tribute to the forgotten icon, Niloy Das.

EXECUTION: They went for the visual medium through a social media OVC and a storytelling voice-over that carried

the audiences through Niloy Das's actual home. They also requested two of his early students, Ibrahim Ahmed Kamal and Romel Ali from Warfez to say something special about their teacher. As they invited them to their late teacher's old home, they all rediscovered countless memories and gotten statements unparalleled to anything they had expected. Their words were honest and with emotion. And likewise, so was the voice over which talked about a profession, a teacher, and a legacy which doesn't really come as the first thought when they think about teacher's day, and that too only nationally.

RESULT: The campaign received from the Musician community with unreal enthusiasm, with many of them sharing the content and paying their tribute to the forgotten teacher. The OVC, গিটার ভালোবেসে got +15.2x higher than your other posts within 21+ days of publishing, 20.6x more 1-Minute Views, 86.0x more Reactions, 10.0x more Comments and 14.2x more Shares. All in all, the OVC achieved a spectacular 630k Minutes viewed and 66.6k engagement.



Whatever our fishes consume,
Whatever the chickens and cows eat,
Whatever the plants get as medicine,
So matters the food you take for treat.

WORLD FOOD SAFETY DAY



Green Campaign
Turning Vinyl Waste into Happiness
Agency: Asiatic Mindshare Ltd.



SILVER



BACKGROUND: Billboards are one of the most Effective and Widely Used media platforms in Bangladesh. However, with every visual change, the vinyl wrappers needed to be replaced, resulting in massive plastic waste products which is harmful for the environment.

OBJECTIVES: Each billboard wrapper was changed at least 4 times per year. Unilever alone requires over 1,400,000 sqft of vinyl every year which is over 30 tons in weight. Their objective was to find a solution to recycle these vinyls to prevent harming the environment.

CORE IDEA: They took a good look at the waste product and realized that the wrappers don't tear easily, lasts for years and are waterproof. This material had immense opportunity to be reused. They partnered with Bidyanondo Foundation, a non profit organization to transform these materials into products that can help the needy.

EXECUTION: They enlisted volunteers to transform these vinyls into beautiful school bags for needy students in Ramu area. These bags could be used as school bags or shopping bags. They found out that these materials are excellent for making roofs due to their waterproof elements. In some cases, vinyls can be used as a protective layer on the outer walls which increases the durability of the structure as well. So they made hall rooms which is an assembly point and common space for over 400 students. 4 living quarters were built which accommodated over 120 students. 2 classrooms were built which can host over 40 students at a time. A computer lab with 25 computers were made which gave over 450 students the opportunity to learn to use the computer.

RESULT: Lives of over 450 students were positively affected. Over 180,000 sqft of vinyl has been used in this project, showing potential of mass scale in the future. Proving that an idea can transform harmful waste into a sustainable outcome that changes lives.

Green Campaign

Surf Excel Car Free Street Day

Agency: Market Access Providers Limited (CarrotComm Limited)



BRONZE



BACKGROUND: Dhaka, a home to almost 9 million people, has millions of kids who are being deprived of a colorful childhood for unplanned urbanization. DTCA, along with Surf Excel, took this initiative called, “CAR FREE STREET DAY” where, on the first Friday of every month Manik Mia Avenue becomes a street of freedom.

OBJECTIVES: The main focus of this initiative was creating a safe and free environment for children to roam around and engage in activities which require an open space.

CORE IDEA: They imprinted the values through the copies in the branding materials. Hundreds of kids showed up every Friday, and for three hours, they witnessed the values communicated in the branding materials through copies, made friends and took part in activities in this festive atmosphere.

EXECUTION: Car Free Street was started by Dhaka Transport Coordination Authority (DTCA) where it was decided to close 200 meters of Manik Mia Avenue Road in front of the National Parliament Building, from 8am to 11am on the first Friday of

every month and dedicate the space to people for recreation. In November 2018 Surf Excel, a brand of Unilever Bangladesh, became a partner in this initiative, jointly launched by the public and private sectors in association with Dhaka Metropolitan Police (DMP). Though most children brought their own sports equipment the organizers also supplied their own provisions to the children. The parents who accompanied their children were also seen engaging in different activities. People of all ages have now joined this initiative and they are seen exercising, riding bicycles, chatting, and playing games.

RESULT: Every week, they would connect with new messages of free and playful childhood, and according to the data, the number of kids coming in went up by 20% each month from neighboring areas like Dhanmondi, Mohammadpur, Farmgate, Monipuripara, Asad Gate etc. Children and guardians kept waiting in anticipation for this day every month. People from all walks of life regularly inquire and reach out to the organizers looking for information about the upcoming events. Significant engagement was also noticed on the Facebook event page through the inquiries, likes, comments etc.

Green Campaign
Good is The New Currency
Agency: TBWA\Benchmark



BRONZE



BACKGROUND: Standard Chartered aims to be the world's most responsible and sustainable bank. Hence the philosophy - money can be a force for good. The brand logo, referred to as the Trustmark, has evolved to become fresher, brighter and fit for the digital age. In January 2021, they got a brief to launch the revised logo in an engaging manner with employees, customers and society at large.

OBJECTIVES: While launching the new logo they decided to depict the philosophy that sustainability is not only to be talked about but practiced as well.

CORE IDEA: "Good is the new currency" came into life as a big idea. It's not dollars, pounds or any other currency we know – it is goodness, which is the most valuable of them all. To bring the idea to life to the people first, they thought of an innovative DM supported by a thought-provoking souvenir. The glory of metal crafts in Bangladesh is now dwindling, with many craftsmen leaving their trade with time, a situation worsened with the economic repercussions of Covid-19. They decided to save the craft from getting lost into oblivion and help the craftsmen to continue with their profession.

EXECUTION: Printed look alike currency as a gimmick for DM to communicate goodness as the best currency to

employees. Copper cup made by the finest artisans of Sukanta Banik's studio in Dhamrai is distributed. Most of the artisans took up other professions like rickshaw pulling due to the declining demand and their order pulled them back to their craft again. Copper has anti-microbial attributes which prevents buildup of germs and bacteria on its surface – a little additional health benefit in Covid- 19 pandemic. The source of copper was from a decommissioned ship, reinforcing their stand on sustainable initiatives. Then there was a national level campaign through newspaper advertisement, online and social channels. All internal touch points - elevator, ATM screens, digital displays etc. were covered. The bank headquarter facia was also covered with its bold new statement. In total print ad alone got 3 million readers.

RESULT: 12% yoy growth in believing, bank is committed to benefit the community. 10% yoy growth in believing that bank understands customers' individual needs. 6% yoy growth in believing that bank works hard to help people prosper. The hamper acted as a vehicle to ingrain the bank's new philosophy. The artisans who lost their job, got back to work. Sukanta Banik's studio is now operational round the clock to support numerous orders including for an upcoming five-star hotel. Employees, customers and partners have lauded the sustainability promise of the bank.

Green Campaign
Porichchonnotar Worldcup
Agency: X



BRONZE



BACKGROUND: Porichchonno Bangladesh wanted to do something impactful which could add value to society while also being relevant to the World Cup hype. However, being a CSR brand, the main challenge was to do something that would serve both aspects while also augmenting the core essence of the brand.

OBJECTIVES: Utilizing the context of the world cup, Porichchonno Bangladesh wanted to establish their core brand philosophy of building a healthier nation through cleanliness even more strongly in the minds of their audience.

CORE IDEA: Bangladeshi people always feel proud of cricketers and support them by cheering their best. However, because of rampant littering in such areas, our future generations are losing the spaces where their predecessors practiced to become the faces of the national cricket team. Therefore, they asked the audience to think about the consequences and take the necessary steps to clean up their neighborhood playing areas. Their communication was built on the idea of giving back the fields and playing spaces - which have become unsuitable for future cricketers to play on - by cleaning them up effectively.

EXECUTION: They unfolded the campaign with a surprise statement by Mohammad Rafique through a pre-hype post containing the message: “এই দেশে আর ভালো ক্রিকেটার হবে কিভাবে?”

Following this, they launched their OVC, which was based on the real-life story of Mohammad Rafique and showed how he went from being a kid playing at Ambagicha Field to becoming one of the faces of Bangladeshi cricket. They floated the idea that this field could give us many gems like Rafique, but as it has become unsuitable for play due to littering, this would not happen. Rafique left the audience with a question about the continued existence of Bangladeshi cricket and invited them to step forward and clean up the field so that kids could come back with the chance of becoming the next Rafique. The CTA of the OVC was to invite people to join the cause on 18th June 2019 by cleaning Ambagicha Field along with Rafique and Porichchonno Brand ambassador Riaz. They created an event page for this purpose and ran rich media banners on news portals. On the day of the event, hundreds of people came to clean the field and from areas near and far.

RESULT: In total, 22,655,213 impressions were made using Facebook, GDN and 131,589 people viewed the thematic OVC. These actions inspired a lot of people, and many of them began their own campaigns of cleaning up nearby fields and playing areas, and informed us about their noble deeds. In fact, people from Azimpur's Iraki Field were so inspired that they invited us to spread awareness about the importance of cleanliness in fighting dengue for their next campaign “জমা পানির ক্ষমা নাই”.

Integrated Campaign
সব হবে নগদ-এ
Agency: Nagad



SILVER



BACKGROUND: Nagad has been identifying the pain points of users and providing solutions driven by innovation. But people were reluctant to switch due to their existing habit of using other brands.

OBJECTIVES: To initiate customer acquisition in the quickest possible time and drive usage in the existing customer base.

CORE IDEA: Nagad aimed at acquiring as many customers as possible from all walks of life. They have been using other MFS/DFS brands with many pain points. But they were reluctant to adopt a new solution. Nagad introduced an account opening process by just dialing *167# and setting the PIN. Since users were not well informed about this innovation and values, the idea was to knock their conscience off by showing pain-points. Creative line was “ব-তে বেকুব না হয়ে, ন-তে নগদ-এ আসো”.

EXECUTION: Six TVCs were launched focusing each RTB along with one common call to action – dial *167# to open a

Nagad Account. Digital communications were made live on more than 50+ local and international platforms with 1000+ creative variations. Contents were made with 6 social media influencers. Along with these, hundreds of user generated contents and memes created social buzz. During Eid-ul-Fitr 30+ drama contents were sponsored to promote the campaign. “Bibeker Ayna ” the most talked about activation gave a unique experience smart screen where people could answer a few questions and see the values. It happened in 552 places resulting in a 2 Million people reach.

RESULT: Total campaign reach was a hefty 7.5Crore people with multiple frequency. Business Outcome- This campaign not only just changed perceptions but also brought great business results. Biggest success was, there were 3 people opening a Nagad account every second. Few of the highlights of this campaign are shared below:

New account opening 130Million+	Monthly transaction volume increased by 143%	3 People opened account in every second	Daily transaction volume hit up to BDT700 Crore	Monthly active user increased by 127%
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You deserve better



**Mesmerize yourself
with the divine taste
you've always deserved**

with Premium 900 ml Tubs

 bellissimobd

Integrated Campaign

Lifebuoy H for Handwashing

Agency: Analyzen Bangladesh Limited

Asiatic Mindshare Limited & Adcomm Limited



BRONZE



BACKGROUND: Global Handwashing Day (GHD) is an internationally recognized campaign; it occurs on October 15th every year. There has never been a more significant time to change the handwashing behavior of the world - forever. Lifebuoy wants to make a fundamental change to help the world stay protected.

OBJECTIVES: Lifebuoy wanted to play a part in making the constant need of handwashing a long term behavioral change for their TG even after the pandemic ends, so they started from the root level (Kids) for making this fundamental change.

CORE IDEA: The campaign aimed to transform the letter “H” or “ই” into a symbol of handwashing by making it a part of the curriculum, a change that starts with children through the textbooks because habits formed in childhood stays forever. Today the importance of the letter H has the greatest impact in the lives of many, as H for handwashing can potentially save lives. So, Lifebuoy decided to educate H for handwashing to the children as they are the foundation for a better future. The core of the idea lies in transforming the letter H into a symbol for handwashing.

EXECUTION: At the heart of the campaign was the “H for Handwashing Jingle and Campaign AV”. Due to covid, this

year instead of on-ground activation, they brought GHD alive in online classrooms through this Jingle. GHD was kicked off with Shakib Al Hasan’s CTA video, where he invited the audience to a microsite which was created in partnership with Prothom Alo, generating public support by collecting petition signups.

ONLINE: A Webinar was held with Education Minister and NGO partners where their jingle was played. KOL activities: Popular KOLs called out for petitions, created their own covers of the jingle, uploaded hand gesture and updated profile frame. A user generated contest was initiated by Shakib al Hasan, to popularize the “H for Handwashing”.

PRINT: A shot at a public stunt was taken by them to highlight the letter H in newspaper.

OFFLINE: Their film was aired over a popular kids’ channel “Duronito TV”.

RESULT: They generated public support by collecting ~29,000 petition signups for the cause with the ambition to revise textbooks with H for handwashing and rollout in 2022. Facebook poll from Prothom Alo’s page also resulted 51.5K Yes, 20.4K No, for H for Handwashing. A total of 587,578 number of audiences visited the website. The campaign reached over 17.77M (54% of 33M) @ 3+ freq on Facebook.

Integrated Campaign

Khelbe Tiger Jitbe Tiger

Agency: Asiatic Mindshare Ltd., Analyzen Limited, Adcomm Limited



BRONZE



BACKGROUND: Lifebuoy became the National team sponsor for ICC Cricket World Cup 2019. Historically, top two telco brands are established as the sponsors of Bangladesh Cricket team. The story of how they made Khelbe Tiger Jitbe Tiger the most viral chant for over two months while establishing Lifebuoy's association with Cricket.

OBJECTIVES: Overcoming the challenge of breaking pre-existing positioning and establishing the association of Lifebuoy were the objectives. They wanted to own the media space during the World Cup through contents that are impactful, emotional, contextual and that strongly establish Lifebuoy as the partner of the Bangladesh Cricket Team.

CORE IDEA: Win or lose in the World Cup, they would continue to cheer for the tigers and never stop believing that "Khelbe Tiger, Jitbe Tiger". Lifebuoy wanted to spread the World Cup spirit, support the Team and make sure that the campaign was loud enough to impact key audiences. They decided to develop a series of strong assets tailored for each online platform. Official theme song hyped up the audience, building up spirit with motivational video featuring dressing rooms, leveraging on Mother's Day connecting contextually. Along with presence on regular social, video and display platforms, partnerships were also vital for this campaign.

EXECUTION: Their strategy was simple with heavy presence in all media ensuring: Relevance TV: Backstage motivational

- emotional video placed just after each match and music-video also aired. Regular presence on print and digital by leveraging contextual moments like BD matches, Mother's and Father's days. Radio: 6 customized RDC calling out individual cricket-player created, branding relevant moments such as 4, 6 and out! Disruption: Special-edition soap pack with cricketer's images promoted across media. Tiger mascot promoted with DurontoTV. Crazy cricket-fan, Tiger Ali sponsored to carry flags with hand-prints of Bangladeshi-students in the stadium. Branded Viber-stickers launched. Clutter-breaking interscroller, within top 4 online-news articles. Digital audience engaged with theme-song download, cover photo and profile picture frame change alongside caller-tune download option. Omnipresence: Besides regular TVC, print and radio ads, partnership with Prothom-Alo, Cricbuzz and BDCrickettime ensured presence on online cricket platforms. Partnership with BCB utilized all their social-handles and website with Lifebuoy!

RESULT: Saaaakib TVC became the talk of the town, reaching over 93% of the audience on TV, 3 million on Facebook and 1.4 million views on YouTube. 11million audience reached from print. 480 million impressions served from Digital. 92.5k earned views on YouTube were also generated, which is free of cost. Overall, there was a huge jump in Top of Mind Awareness with 8 points increasing from 11pts to 19pts. The music video became the most viewed cricket related theme song till date with 4.2 million views, proving lifebuoy's dominance in media and successfully establishing its association with cricket.

Integrated Campaign upay Brand Launch Agency: MADLY



BRONZE



BACKGROUND: MFS users in Bangladesh had been facing issues with security, overall usage of the app etc. which UCB also wanted to address. UCB decided to launch a problem-solving humble hero DFS brand, upay. Since upay was entering into a saturated market, it was necessary to stand out in all aspects among the industry giants who were already ahead by miles. BTL plays a crucial part during any launch to create awareness of the brand proposition among the mass target audience. However, the biggest challenge for this awareness was the global pandemic, which threw BTL activations out of the question. Thus, upay needed to make sure that in order to be present and on top of the mind of people during the launch, that they utilized other aspects of their marketing.

OBJECTIVES: The objectives were quite simple. They needed to make sure they were heard and seen loud and clear. That meant, they needed to achieve TOMA at a very precise level and also communicate their functional benefits across to people concisely. They also needed to make sure that the propositions that they were offering were more unique than of the competitors and that they were looking into the small problems that DFS users faced in their everyday lives.

CORE IDEA: Upay came up with a simple yet effective tagline which was 'উপায় আছে' (Upay is here). The idea was to be available in the market with simple, secure and innovative solutions for the people and to do that, Upay made 3 TVCs communicating how they were secure, offered the lowest USSD cash out charge and how they offered an innovative feature like request money. Upay wanted to communicate the solutions to everyday problems in a tune that the people of our country

are familiar with, which is 'পুঁথি পাঠ' (Puthi Path). This ensured that people actually remembered it on the top of their minds and also understood the solutions easily.

EXECUTION: In order to ensure that U-pay and U-cash users went through a smooth transition phase, they kicked off their launch campaign by first making sure they were available in the market at agent points and digitally with 19 Billboards also on major highways where people got to see the main communication of the brand which was 'সহজ ও সুরক্ষিত লেনদেনের উপায় আছে' (There is a way to do transactions easily and securely). Three TVCs were aired in total communicating that they were secure, offered the lowest USSD cash out charge and that they offered a meaningfully innovative feature like request money. Upay also started communicating functions like 'add cash out charge' in their send money feature staying true to their problem-solving attitude. They soon made sure that their customers could also make payment in major restaurants and shopping outlets. Moreover, they made sure that customers were able to add money from their credit cards to their upay app wallet.

RESULT: The TVCs were aired a total of: Security: 4,505 minutes, USSD: 4,042 minutes and Innovative App: 1,630 minutes. It was viewed digitally about: Security: 56 Lakh+, USSD: 38 Lakh+ and Innovative App: 27 Lakh+. All the TVCs (with Digital) combined have a total of 1,500,000+ engagement as well. Upay is currently available at 600+ thanas with over 60,000+ agents. The app has currently 1,000,000+ app downloads. It ranked no.1 in finance category within 3 months of launch. The Manifesto Music video is currently the most popular video in Prothom Alo FB page with over 55 Lakh+ views and 44 thousand + engagement.

Integrated Campaign
Grameenphone Online Etiquette
Agency: Magnito Digital



BRONZE



BACKGROUND: Misuse of the internet has become a concerning issue in recent days. With the increasing number of internet users and easy access to internet, cyberbullying and online harassment have also increased significantly. To stop internet abuse, It is imperative to inform internet users about the right use of internet and online etiquettes that they must follow. Grameenphone as a socially responsible brand launched the campaign “ইন্টারনেটের দুনিয়ায় জানতে হবে, কোথায় আপনার থামতে হবে” to address the improper use of internet and raise awareness for this issue.

OBJECTIVES: The prime objective of this campaign was to raise awareness for online etiquettes and the appropriate use of internet through online video communication. In the light of recent events of cybercrime and online harassment Grameenphone stepped in to spread social awareness and deliver an important message on proper internet etiquette through this awareness campaign.

CORE IDEA: The core idea of this campaign was promoting safe and responsible use of internet to foster a safe digital space for netizens. Through multiple videos and static contents the campaign delivered the message how and why everyone should follow online etiquette for a better cyberspace. In this campaign, several instances of misuse of internet were depicted to spread awareness and encourage the audience to follow online etiquette and be responsible while using internet.

EXECUTION: In the first season they launched an OVC with Grameenphone’s brand ambassador Tahsan. The 1 minute 35

seconds long OVC had elements of some contemporary events surrounding the misuse of internet and delivered a powerful message of the overall campaign to spread awareness and focused on improper use of internet such as internet addiction, cyber bullying and the bad effects of them. In second season of the campaign a series of 5 thumbstopper videos of 20 seconds duration was launched on different online platforms. The videos featured 5 different instances of improper internet use and each video reflected the core message of the campaign in a subtle manner. Along with the videos, supporting static contents including banner, online articles and PR content were posted on social media platforms. Grameenphone was successful in delivering an important message of awareness about internet usage to all the people of the country.

RESULT: Following the launch, the campaign created a lot of buzz on the internet and grabbed attention of netizens. The first OVC was a massive success with 18M views, 700K reactions and 200K engagement and received overwhelming reach, responses and positive feedback from audiences. The thumbstopper videos in the second season of the campaign continued its success with the first video gaining 4M views and 56K engagement and the last video of the series having 5M views and 70K engagement. The whole campaign was a huge success in terms of reach, engagement and also raising awareness for safe internet use which was the core objective. The campaign successfully spread the awareness of internet etiquettes and communicated the powerful message – “ইন্টারনেটের দুনিয়ায় জানতে হবে, কোথায় আপনার থামতে হবে”.

Most Creative Use of Media
Bhalobashar Epith Opith
Agency: X



GOLD



BACKGROUND: Mobile phones were genuinely created to bring people together, however quite the opposite is seen to be happening more nowadays; people giving their phone screens more time than the dear ones present with them. Hence it's creating distance altogether.

OBJECTIVES: As a phone brand, the core objective was to create an interesting and engaging content in a relevant media where their TG is always present and that would bring the couples together on the occasion of Valentine's Day.

CORE IDEA: They came up with an enigmatic way of storytelling; a beautiful story of a boy and a girl; then they played a thoughtful good trick there. The story was divided into parts; in one part it showed the boy's side only and in another it was the girl's. And the enigma was, the story wouldn't be understandable if played on one screen. So it had to be played both stories in 2 different phones side by side to understand the whole story. As stated previously people even with loved ones get busier with smartphones rather than spending time

together. So, they thought why not let these screens make them come together. That's how it brought couples together on Valentine's day.

EXECUTION: As much as unique and enigmatic the idea was, it was still very fresh and thus challenging to find the right director who would make the perfect screen balance. They approached Raka from Chaa Shingara (wing of Applebox films) and she was enchanted to hear the story and finally she agreed. They completed the shoot for 2 days and finally released it on the 13th February, a day before Valentine's day.

RESULT: After the campaign was launched, the videos got almost 2 million views, 2.5k shares, 12k comments and 37k reactions. They shared on social media how to watch it too. And people started sharing pictures on social media of watching it together on 2 phones; hence being together with loved ones. So, the very same device that created distance was bringing people together once again.

Most Creative Use of Media
Endorsement During News by Sepnil
Agency: Mediacom Limited



SILVER



BACKGROUND: The COVID-19 pandemic has led to a dramatic loss of human life worldwide and presents an unprecedented challenge to public health, food systems, and the world of work. Usage of Hand sanitizer, disinfectant spray, or facemask was a whole new thing to the people. That was the time when SEPNIL came forward, and throughout every traditional and digital platform, it spread the message “আতঙ্কিত নয় সচেতন হোন”.

OBJECTIVES: The objective was to remind the mass people about the importance of using hygiene products regularly to protect themselves from Coronavirus and create a reason to believe at the same time.

CORE IDEA: Seeing is believing. The idea was to hammer the audience constantly by showing the usage of products by

socially trusted people. News presenters revealed the true stories to the audiences every day and, therefore, they were trusted people among the audiences.

EXECUTION: They showed the usage of hand sanitizer, masks by the news presenters during the news. Top-rated news channels like Ekattor TV, Jamuna TV, news24, channel-24, along with a popular GEC Maasranga, came forward for the execution. Each news channel showed endorsements ten times per day. Period: May 2020 - YTD.

RESULT: 80% +, i.e., 18 million + audiences were reached at 1+ frequency. 65% + i.e., 15 million + audiences were reached at 2+ frequency. 48% + i.e., 11 million + audiences were reached at 3+ frequency.

Most Creative Use of Media
Saturday Night Surprise
Agency: MPower



SILVER



BACKGROUND: Evaly aimed at testing the limit of hype marketing and video conferencing by bringing Tahsan & Mithila together for a live online event hosted to raise awareness against cyberbullying and spread positivity. And in the efforts of crafting that unique show, Evaly Eid Live – Saturday Night Surprise was born with the help of MPower. So, they needed a surprise to create massive buzz plus an instrument for positivity, all the while making it a fun event to watch. The separation of the celebrity couple Tahsan & Mithila was a trending & controversial topic of the country. They thought, why not give this a positive spin as a surprise. To further it up, MPower came up with the idea of including a fun game twist.

OBJECTIVES: They wanted to raise some social media hype for the show.

CORE IDEA: They wanted to raise some social media hype for the show. So, they asked their participants - Tahsan and Mithila - to put up consecutive status posts where they both

wrote about some upcoming surprise. This created a massive buzz, being the hot gossip of the town. Finally, when the people's curiosity reached its peak, Evaly stepped in and posted something online that helped people connect the dots. Later, they revealed the news of Tahsan & Mithila's surprise appearance on the 2nd night of Eid.

EXECUTION: Communicated as a surprise, the plan was to give away amazing gifts to the people who put positive comments under the posts, as a way to reward an effort to spread positivity. They sent all the necessary instruments to the houses of their host and guests, including cameras, backgrounds, and all the supporting materials. Went live from Facebook and managed to do the entire show on live with the massive co-operations of everyone who was involved in this production.

RESULT: The live had a combined view-count of 2.5mn and had 124k comments.

Most Creative Use of Media

Soup-Er Man

Agency: Adcomm Limited & Mindshare



BRONZE



BACKGROUND: In Bangladesh, working people find quick solutions for lunch times in unhygienic junk, street foods which cause increased cases of diseases (such as gastric and ulcer). So Knorr came up with the campaign Knorr Soup-er man as the voice of a healthy solution to the snack times.

OBJECTIVES: To address health issues for intaking unhealthy foods during snack time and to establish soup as the fastest, healthy solution to hunger through the best media innovation plan. Thus to ensure consumer engagement with growth in sales.

CORE IDEA: Knorr soup-er man campaign with line **নর ক্ষুধার জ্বালা স্যুপ-এ মেটাও**, plan to initiate a habitual change in common people for snack time healthy solution. And such change can only happen by setting an innovative, disruptive approach in using media during pre-teaser and teaser phases along with launching the main campaign. Plan is to create hype around the core message "Hunger is disruption" and to change unhealthy food habits during snack time. To establish Knorr soup as the healthy solution of snack time through the launch phase and cover all channels of communication to maximize the reach.

EXECUTION: Pre-launch teaser phase happened in important, crowded places in Dhaka with 19,000 free sampling of

Knorr cup-a-soup and PA announcements with hunger break messages. They aired an innovative yet disruptive TVC & RDC stating the newscaster and RJ are on a break due to Hunger during the teaser phase. Innovative press ad was published which was the first of its kind. Just after it, launch tv featuring Arifin Shuvo as Soup-er man was aired on 20 tv channels and shorter version during BPL matches in GTV and Maasranga to capture associated reach. Beside Prothom Alo's front page's press ad, newscaster endorsements were covered on Channel24 and Jamuna before and after news breaks as well. Along with regular RDC and RJ Endorsements, disruptive RDC during BPL knockouts stage was ensured on ABC Radio and Radio Shadhin. Through static posts, videos on FB, YT Knorr Soup-er man campaign reached millions of audiences.

RESULT: Disruption TVC aired in 7 channels reaching over 7.8 million people all over Bangladesh (Similar execution was also done on YT), GRP: 9. Innovative press ad in Kaler Kantho was 1st of its kind and disruptive RDC during BPL matches, endorsement by commentator at BPL knockout stage increased ToM. Newscasters' endorsements increased talkability. Launch tv was aired in 20 TV channels reaching over 22% audience at 3+ frequency. On Facebook the communication reached over 27 million audience and drove over 22 million views on YouTube. Significant double digit growth in sales. All of these have increased brand love & salience.

Most Creative Use of Media

RITAb

Agency: Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: bKash has always been looking for the most receptive way to spread their brand message to the target group through Television advertisement. But they know that the clutter of our television advertisement's approach isn't always appreciated to the viewers. Hence, a new format of commercial communication needed for bKash.

OBJECTIVES: Communicate with their target group in an innovative & cost-efficient way without disturbing their viewing experience.

CORE IDEA: The idea was to create advertisement placements opportunity, within the content, by using state of the art technology. They embedded digital billboards, shop signs and roadside branding within the content, where bKash ads were placed. It looked natural and seamless without compromising its editorial value, and the best part of this idea was, the television ads will not interrupt the users' viewing experience. Additionally, they had to ensure the proper mileage. They calculated the required frequency to ensure sufficient impact to build salience.

EXECUTION: With the help of Nagorik TV they digitally embed

contents days before airing. To ensure maximum exposure and quality, they strategically chose the popular prime time dramas and developed a strategic model. Also they set a strict guidelines and placement methods to maximize effectiveness. Some placement types included: zooming, embedding & brand visibility. Also, they segmented the placement of bKash services by locations within the content. For example, they showcased "send money" offer and "bill pay" services in-front-of shops signs and other generic theylcome bKash ads on roadside boards. They created a content bank of over 600 contents from 3 TV channels and top OTT platform Bongo. Till date, 119 contents have been used to embed over 436 brand messages. Within just 2 months, 59 contents have already been aired in TV channels. TV Channels highly appreciated it as new stream of revenue for them and for client it was 12% cheaper than regular popup ads. To further understand the effectiveness of this "never been done before" execution, they conducted a post survey with 20 samples.

RESULT: Achieved 25% increase in brand message recall than TVC. 100% enjoyability increased than any mode of commercial. 90% audience watched a message 4 times in a content but did not disturbed.

Most Creative Use of Media

Airtel Eid Challenge

Agency: FCB Bitopi & StrateGeek



BRONZE



BACKGROUND: During Eid, youths are out with friends and showing-off their new Eid-clothes is a special agenda during this time. But Eid UL Fitr 2021 was restricted because of pandemic and lockdowns. Airtel wanted to create an opportunity during Eid lockdown by creating a platform where youths can flaunt their Eid-clothing.

OBJECTIVES: To be relevant with the mass youth and create engagement with the brand during Eid.

CORE IDEA: TikTok is one of the most trending social media amongst the youth of Bangladesh today. They wanted leverage on this trend and create a campaign with "TikTok" at the heart of it. There are numerous trending video topics that can be found on TikTok – and one of them is to change wardrobes synced with a popular song. And that's how their idea was born: do a TikTok challenge and asking people to show off their new Eid clothes. The best TikTokers would get featured in the airtel buzz Facebook page and lucky winners

will win a Samsung smartphone.

EXECUTION: They commissioned Fuad Al Muqtadir to remix an evergreen and nostalgic Eid song "Chaader Palki Chore" by Abdul Hadi. The campaign was launched with three popular social media celebrities - Rafsan, Porshi and Tawhid Afiridi, who made their own TikTok videos prompting people to participate in the challenge. They would judge all the TikTok videos and declare the winners. They also onboarded some micro influencers to start the ball rolling. From Eid day 1 to Eid day 3, one of the judges came live from the airtel buzz Facebook page and reacted to the TikTok submissions and then finally selected the winner of the day.

RESULT: The campaign was a mega success, getting almost 23 thousand TikTok video submissions. The hashtag '#airteleid-challenge' got over 45 million views. DRS – Digital reception data showed that the brand's positive sentiment grew by 77% compared to pre-campaign period.

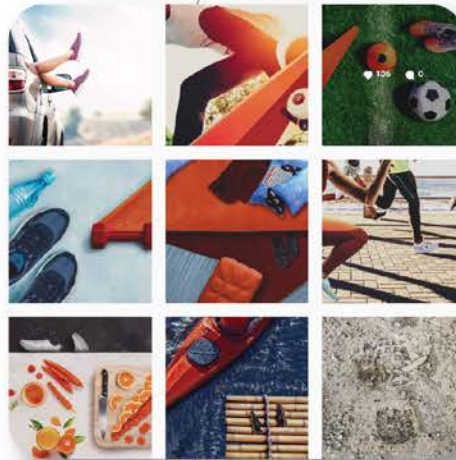
Most Creative Use of Media

Sprint Brand Reveal

Agency: Lie to Eye



BRONZE



BACKGROUND: In January 2020, APEX decided to relaunch SPRINT as the first activewear brand of Bangladesh. The core TG of SPRINT being Instagram users - 1.7 Million Gen-Z and Young Gen-Y interested in Fashion, Health and Fitness - They wanted to craft a unique pre-launch campaign to create the maximum hype.

OBJECTIVES: The objectives were to create hype among TG, introduce the new Sprint Logo and maximizing brand awareness in an effective approach. They wanted to make the hype campaign a buzz-in-town to gain the perfect momentum for full launch.

CORE IDEA: To reveal the new Sprint brand, They wanted to create a hyped journey. They came up with a finger sign as brand element that portrays the new logo perfectly. They gathered 100 top influencers of Instagram and asked them all to post the sprint fingersign photo on their feed at the same time to create a roadblock of contents in Instagram and initiate the hype. For audience visiting their Instagram profile, they decided to create a unique 9 tile grid of the Sprint logo through 9 photos where each photo will portray a different facet of the Sprint spirit.

EXECUTION: On January 23rd, 9:00 PM, all 100 influencers posted their finger sign pictures with same caption and same Hashtag #IgniteYourSpark, with a CTA to lead audience to

SPRINTs Instagram and Facebook profile. The influencers also shared the photos in their stories. This event hacked the Instagram algorithm and made it trending on Instagram. It created a viral response and encouraged other people to participate in the campaign. Contents created by the new group of participants kept coming in over the week. They featured all the contents simultaneously on Sprint Active Instagram and Facebook page. The campaign was highlighted in social groups and digital news platforms as well. For the visitors in page, they created a unique 9 tile Grid of the Sprint logo. Each photo portrayed a different facet of the true essence of SPRINT - tough, adventurous, vivid, active, leisurely, fit, sporty, daring, recreational. All put together SPRINT Active logo.

RESULT: Hashtag #IgniteYourSpark became trending in Instagram and the explore feed transformed into an array of tiles with the SPRINT finger sign photos. Viral response of the campaign created a huge FOMO effect among others and they received requests from over 200 additional influencers/people to join the campaign. They received a total reach of 2.5 Million across platforms, 256,000 Total Engagement, 2,600 Instagram follower gain and 17,000 Facebook follower gain. BDT 100 crore sales was generated in 2020 following the relaunch campaign, even during pandemic, which was the highest ever for Apex's private label Sprint so far. The campaign had become iconic and some brands followed the same finger sign concept afterwards.

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Most Effective Use of Media

Khelbe Tiger Jitbe Tiger

Agency: Asiatic Mindshare Ltd.



GOLD



BACKGROUND: Lifebuoy became the National team sponsor for ICC Cricket World Cup 2019. Historically, top two telco brands are established as the sponsors of Bangladesh Cricket team. The story of how they made Khelbe Tiger Jitbe Tiger the most viral chant for over two months while establishing Lifebuoy's association with Cricket.

OBJECTIVES: Overcoming the challenge of breaking pre-existing positioning and establishing the association of Lifebuoy were the objectives. They wanted to own the media space during the World Cup through contents that are impactful, emotional, contextual and that strongly establish Lifebuoy as the partner of the Bangladesh Cricket Team.

CORE IDEA: Win or lose in the World Cup, they will continue to cheer for the tigers and never stop believing that "Khelbe Tiger, Jitbe Tiger". Lifebuoy wanted to spread the World Cup spirit, support the Team and make sure that the campaign was loud enough to impact key audiences. They decided to develop a series of strong assets tailored for each online platform. Official theme song hyped up the audience, building up spirit with motivational video featuring dressing rooms, leveraging on Mother's Day connecting contextually. Along with presence on regular social, video and display platforms, partnerships were also vital for this campaign.

EXECUTION: Their strategy was simple with heavy presence in all media ensuring:

Relevance- TV: Backstage motivational-emotional video placed just after each match and music-video also aired.

Regular presence on print and digital by leveraging contextual moments like BD matches, Mother's and Father's days. Radio: 6 customized RDC calling out individual cricket-player created, branding relevant moments such as 4, 6 and out!

Disruption- Special-edition soap pack with cricketer's images promoted across media. Tiger mascot promoted with DurontoTV. Crazy cricket-fan, Tiger Ali sponsored to carry flags with hand-prints of Bangladeshi-students in the stadium. Branded Viber-stickers launched. Clutter-breaking interscroller, within top 4 online-news articles. Digital audience engaged with theme-song download, cover photo and profile picture frame change alongside caller-tune download option.

Omnipresence- Besides regular TVC, print and radio ads, partnership with Prothom-Alo, Cricbuzz and BDCrickettime ensured presence on online cricket platforms. Partnership with BCB utilized all their social-handles and website with Lifebuoy.

RESULT: "Saaaa-kib" TVC became the talk of the town reaching over 93% of the audience on TV, 3 million on Facebook and 1.4 million views on YouTube. 11 million audience reached from print. 480 million impressions served from Digital. 92.5k earned views on YouTube were also generated, which was free of cost. Overall, there was a huge jump in Top of Mind Awareness with 8 points increase from 11pts to 19pts. The music video became the most viewed cricket related theme song till date with 4.2 million views, proving lifebuoy's dominance in media and successfully establishing its association with cricket.

Most Effective Use of Media

Ek Joge Ek Shathe

Agency: Asiatic Mindshare Ltd.



SILVER



BACKGROUND: In the end of 2020, when Bangladesh was about to step to its 50th Anniversary, Grameenphone came up with a new campaign “Ek Joge Ek Shathe” to portray the patriotism with Change Small, Think Bigger, where a part of the campaign was to give tribute to the martyrs by reciting their letters which were written during the liberation war. These letters were showcased in the digital and offline media platform to be presented in front of the nation, where the core message was - they acquired Bangladesh for the martyrs’ indomitable sacrifice, this time their individual single good deed added up altogether will progress the nation through unity and patriotism with the help of 4G internet.

OBJECTIVES: The objective of this campaign was to establish the TOMA of “Ek Joge” with Ek Shathe Chailei Shombhob by doing good deeds for the country with the help using internet all over the country.

CORE IDEA: The campaign’s most effective side is “Ek Joge” (Adding one) reminds us that one is not alone when doing something together. A big part of this campaign was Reciting freedom fighters letter in the big screen or in the digital platform would create an emotional attachment about their invincible sacrifice for the nation about liberation war. And from that learning it will become a big inspiration for new Bangladesh to spread the positivity and optimism by doing good deed all together for the country. If every person does one good thing, by the use of Grameenphone internet they could create an interconnected web of good deeds “Ek Joge Ek Shathe” that will progress the nation through unity and patriotism.

EXECUTION: “Ek Joge Ek Shathe” campaign they explored in 25 TV Channels in Bangladesh. Besides regular TVC and OVC, they also did innovations in News Segment where for the first time in Bangladesh Freedom Fighters Letter were read out for 3 days during the victory days in the Top News Channel of Ekattor TV, Somoy TV, and Channel 24 to inspire the nation to do something better for the country. They also explored different talk shows with the most prestigious faces of Bangladesh that how our individual single good deed added up altogether will progress the nation through unity and patriotism with the help of 4G internet. They were also present in top most radio stations like Radio ABC, Radio Today, Dhaka FM, Radio Shadhin. For the creative placement in the Outdoor Activation, they integrated 2 Creative display billboard in the most popular places like- Banani-11 bridge, Gulshan-1 Circle and the BIGGEST LED in country at Bijoy Shoroni. In Digital they did a partnership with Prothom Alo and created a microsite where people from all over the country submitted their own success story which resembles Ek Joge in our society for the greater goods. With Prothom Alo affiliation, they published clippings of selfless good deeds of people who are doing their work silently, for the welfare of Bangladesh.

RESULT: With Ek Joge Ek Shathe they reached 73M audience. In digital they received more than 500 Ek Joge stories from all over the world in their microsite and Grameenphone picked and developed 8 video stories. Audio enabled banner reached to more than 2.5M people and audio was played over 100k times with more than 7% + Engagement Rate. Overall, the campaign generated 266M impression with 16Mn views from all digital media platforms.

Most Effective Use of Media
February Language Campaign 2020
Agency: Asiatic Mindshare Ltd.



SILVER



BACKGROUND: A significant percentage of the population cannot hear or speak, but they can communicate via sign language. The reality is that, normal people cannot socialize with mute people since they are unaware of sign language. Grameenphone came up with a platform to make people aware of the communication problem of the profoundly deaf and how internet can help us learn their language.

OBJECTIVES: Establish Grameenphone as a brand that is empowering the profoundly deaf society and create awareness reaching maximum no of people while bringing in disruptive innovation at the same time.

CORE IDEA: The main target of this campaign was to encourage general people to learn sign language from Grameenphone YouTube channel and to facilitate deaf people by communicating in their language. With that in mind, their core focus in media was to highlight sign language and thus, the importance of every language relating with a very special month for Bangla Language, February.

EXECUTION: They developed an entire news segment in TV channel named "Grameenphone presents - Bhashar Odhikar". Here, deaf people and how they are getting academic learning at special schools were reported. An additional news presenter was added to sign all the news in Ekattor TV. They used the station to promote the campaign jingle, but they came up with something innovative and utilized their Facebook page where a video was published bearing a unique concept that shows how RJs learn sign language online, invites few mute people and communicate with them via sign language the entire time. With Eskimi's help, they did an educative rich media banner with 4 basic words to teach the basic sign language to mass people.

RESULT: Overall campaign reached 6.5Mn user in Facebook and 12Mn views over YouTube and Facebook. Their educative rich media generated more than 5Mn impression. This ad was served over all local news portals with a view to aware mass people, reaching 68 MN TV audience.

Most Effective Use of Media

bKash Yearlong Search Campaign

Agency: Analyzen Bangladesh Limited



BRONZE

[Dynamically generated headline]
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নিরাপদে দ্রুত মোবাইল ব্যাংকিং এর অভিজ্ঞতা পেতে বিকাশ ব্যবহার করুন। লেনদেন এর সুবিধা বাড়াতে আজই বিকাশ অ্যাপ ডাউনলোড করুন

[Dynamically generated headline]
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দ্রুত, সিম্পল এবং সুরক্ষিত মোবাইল ব্যাংকিংয়ের অভিজ্ঞতা পেতে বিকাশ ব্যবহার করুন। এখনি বিকাশ অ্যাপ ডাউনলোড করুন!

[Dynamically generated headline]
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অন্যায়সে ঝামেলাবিহীন ব্যাংকিং সুযোগ-সুবিধা নিতে বিকাশ ব্যবহার করুন। লাইফ সিম্পল করতে বিকাশ অ্যাপ ডাউনলোড করুন এখনই

BACKGROUND: While advertising on Google platform, bKash relied mostly on push marketing strategy (GDN, UAC, Video ads etc). But with keyword research, they found out that there are opportunities for bKash to reach a huge number of potential customers. So, they decided to take a long-term search marketing strategy.

OBJECTIVES: Generate maximum Website Traffic via Search. Standing out as the most visible MFS service in the search. Lead to possible Conversions to bKash from Search Marketing. Make the campaign cost-effective and achieve the best possible CTR.

CORE IDEA: From search engine research, they found that potential TG of bKash is searching with keywords that suggest that they are looking for easy and convenient solutions to daily transaction-related issues, such as paying electricity bill online, purchasing bus/train/plane tickets, online money transfer solutions etc. bKash app has services that can provide solutions to these problems. So, if they get visible at the top of the search results for the relevant keywords, there is a huge possibility of getting a significant number of new users.

EXECUTION: Keyword Research: They did deep keyword research using Google Ads, Google Trends and search engine

console. They sorted a pool of 30,000+ potential keywords that are most relevant and have the most potential for conversion.

General Search Campaign: They have placed the usual search ads with keywords related to bKash services throughout the year. They tried to generate maximum traffic to the website.

Dynamic and Responsive Search Ads: They were one of the early adopters of dynamic and responsive search ads in Bangladesh. Their ads have shown fantastic performance in terms of achieving goals.

Beating the Competitors: With competitive bidding, they made sure that bKash's ads get the first for relevant keywords. For example, they targeted audience who searched for "Shohoz foods" and made sure their ads would appear even before Shohoz website. That helped them to communicate that bKash payment is available for online food order.

RESULT: The yearlong search campaign was a grand success for them. Initially, there were a few trial and errors. But, with their continuous optimization and monitoring, results were getting better and better. Finally, they were able to achieve 100% Optimization Score and got appreciation from Google Bangladesh Team for maintaining the creative excellence best practices. All their efforts resulted in: Impressions: 9,246,677, Clicks: 977,208, CTR: 10.57%, Avg. CPC: US\$ 0.07, Conversions: 55,963.

Most Effective Use of Media
Covid - 19 Rapid Response
Agency: Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: On 8 March, the first three known coronavirus cases were confirmed in Bangladesh. Fear and anxiety spiked as people were unsure about how to handle the impending pandemic. Amidst the dread and suspicion an outbreak of misinformation surrounding COVID -19 was spreading through social media.

OBJECTIVES: Due to inadequate digital literacy, the ability to assess the accuracy of this information is limited, leading to widespread rumors among the mass population.

CORE IDEA: BRAC understood the need of the people for a reliable source of clear and accurate information FAST. As an immediate measure, a ramped-up rapid response plan was developed to curb the health emergency and protect people. To accomplish that, BRAC devised their largest digital media campaign in three key adaptive phases: Inform – Motivate – Persuade.

EXECUTION: Inform- First BRAC wanted to Inform people through messaging on: Social Distancing, Respiratory Hygiene, and Self-Quarantine. To limit the spread the COVID

-19. 20 Video contents were created and promoted within a few weeks to create awareness in March and April. BRAC also created a progressive web app, 'Coronarodh' where people can check and assess common symptoms of Corona.

Motivate- Secondly their goal was to motivate people to follow and maintain safety measures during the pandemic. A music video featuring Kuddos Byoti was promoted due to his mass appeal among people most susceptible to rumors. In the music video Kuddos Byoti motivated people to know the facts about Coronavirus and maintain safety precautions. Finally, BRAC reinforced their message to persuade people to maintain safety measure throughout the pandemic through key influencer partnership and celebrity endorsement. Celebrities like: Chanchal Chowdhury, Rafiath Rashid Mithila, Ferdous Ahmed, Bidya Sinha Mim and others.

RESULT: 151 Mn Impression generated- Around 18.75 million people have been reached as part of BRAC's COVID-19, awareness campaign, Generating 26 Mn video views, 277x increase in post comments, 78x increase in post shares during the campaign period.

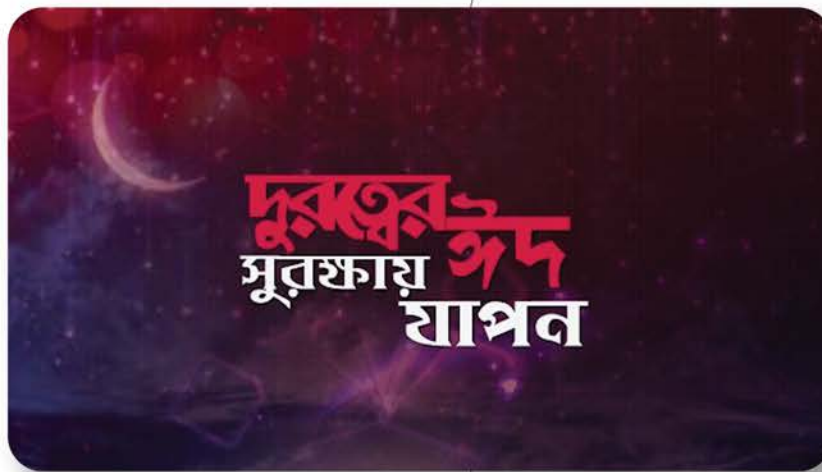
Most Effective Use of Media

Durrotter Eid Surokkhay Japon - bKash

Agency: Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: In the year 2020, the Government of Bangladesh strictly asked everyone to celebrate Eid at home to restrict the spread of COVID-19. Pandemic disrupted lives and livelihoods. They needed to find a balanced way to rise above the crisis creating both public awareness and increasing bKash service usage.

OBJECTIVES: To create a public service project that benefited our lives, rematerializing bKash services before Eid. To establish connection with different socio-economic-class of people. Objective-driven yet cost efficient approach.

CORE IDEA: An innovative approach by using the channel's production capabilities, and creating contents that would help to overcome the crisis. They created commercial contents in partnership titled "Durrotter_Eid_Surokkhay_Japon" focusing- distance & Safety. The clips showcased different professionals and their sacrifices for country's betterment as a whole. The statement was, "for the sake of family and personal safety, they are celebrating Eid at individuals' place, fulfilling primary family responsibilities using bKash services" To make it more credible, they integrated the safety advice on the risk of movement and decided not to use the brand name at the title, but endorsed bKash in content.

EXECUTION: They had partnership with two leading news channels Jamuna & Independent. Settled the clips, crafting design with the help of partnered channels and made 14 unique clips covering progressive segment especially internal migrants. Ensured representation of Service Holder, Small Business owner, RGM Worker, CNG Driver. Portrayed their decision of celebrating Eid staying at their current location for a greater benefit. Total 341 clips aired, 34 clips in each day. Strategic slots were in priority of scheduling the clips. Their cost proposition was very low. They have developed cost-effective modality: Intro Card >60sec Vox Pop >Expert advice>TVC Spot. They negotiated to air the entire video for absolutely free of cost. To build relevance with the content, They aired paid spots of bKash just after the video ended. This resulted in 600k BDT of savings. Although the initiative was small, but the impact was huge.

RESULT: These contents were ranked as 2nd highest most viewed COVID-19 related content during this period, with an average TVR 0.19. Over 12 million people watched the content. The campaign had positive impact on community. As one grad, it had organic engagement. It benefited the company to increase 28% more usages during the campaign period. It was highly acclaimed by the bKash marketing team.

Most Effective Use of Media

Food Mania

Agency: Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: Different food has different craving time throughout the day, what if you see the food you want now and you can have it just where you are.

OBJECTIVES: Targeting people with the food they are craving at the moment, generating order and overall usage.

CORE IDEA: Food is an integral part of life & culture. We take several meals & snacks through the day. Depending on the time of the day we prefer different type of food. In the morning we generally eat breakfast food, lunch meal in the noon & snacks on the evening. So we already have preset meal in our head for those time. The idea is what if we promote specific type of food for those time which will create the craving for the that particular food & generate order.

EXECUTION: The main challenge of this campaign was to promote the right ad at the right time. So they went out with 19 channel where they played different ads throughout the day. With 30 & 20 second TVC of different story they promoted morning food in the morning, lunch food during lunch time and snacks on the evening time. In digital they took several platform to reach out the maximum people throughout the day using video, static and interactive dynamic ad.

RESULT: The campaign reached out to 90 lakh & 1.6 crore people respectively in digital and TV media. It increased overall order by 27% and MAU by 15%. The top of mind awareness also increased by 7%.

Most Effective Use of Media

RITAb

Agency: Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: bKash has always been looking for the most receptive way to spread their brand message to the target group through Television advertisement. But they know that the clutter of our television advertisement's approach isn't always appreciated to the viewers. Hence, a new format of commercial communication needed for bKash.

OBJECTIVES: Communicate with their target group in an innovative & cost-efficient way without disturbing their viewing experience.

CORE IDEA: The idea was to create advertisement placements opportunity, within the content, by using state of the art technology. They embedded digital billboards, shop signs and roadside branding within the content, where bKash ads were placed. It looked natural and seamless without compromising its editorial value, and the best part of this idea was, the television ads will not interrupt the users' viewing experience. Additionally, they had to ensure the proper mileage. They calculated the required frequency to ensure sufficient impact to build salience.

EXECUTION: With the help of Nagorik TV they digitally embed contents days before airing. To ensure maximum exposure

and quality, they strategically chose the popular prime time dramas and developed a strategic model. Also they set a strict guidelines and placement methods to maximize effectiveness. Some placement types included: zooming, embedding & brand visibility. Also, they segmented the placement of bKash services by locations within the content. For example, they showcased "send money" offer and "bill pay" services in-front-of shops signs and other generic welcome bKash ads on roadside boards. They created a content bank of over 600 contents from 3 TV channels and top OTT platform Bongo. Till date, 119 contents have been used to embed over 436 brand messages. Within just 2 months, 59 contents have already been aired in TV channels. TV Channels highly appreciated it as new stream of revenue for them and for client it was 12% cheaper than regular popup ads. To further understand the effectiveness of this "never been done before" execution, they conducted a post survey with 20 samples.

RESULT: Achieved 25% increase in brand message recall than TVC. 100% enjoyability increased than any mode of commercial. 90% audience watched a message 4 times in a content but did not disturbed.

Most Effective Use of Media
Shurokkhito Hateh Shurokkhito Desh
Agency: Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: As the lockdown started in March 2020, people's lives were totally disrupted. This disruption further influenced their media consumptions and exposures. Inside homes, TV became the source of information and entertainment for people. People spend more time across local channels to keep themselves updated with ongoing situations through news.

OBJECTIVES: As the hygiene soap brand leader, Lifebuoy aimed to be the best advocator of handwashing. It aimed to preach the masses about the importance of handwashing during Covid in an efficient manner. As people turned towards TV News, Lifebuoy partnered with notable news channels to land 7 awareness videos.

CORE IDEA: Real change in society must start from individual initiatives. Individuals needed to understand the importance of handwashing so that together they can reform the hygiene routine of the society to prevent Covid contamination. Lifebuoy being the market leader embodied this idea of preaching. News channels became the source of latest Covid news and competitors activated multiple awareness TVCs. Lifebuoy approached this situation with an innovative concept of utilizing the highly viewed news platforms as a medium showcasing their hand washing PSA subtly through product placements. Lifebuoy partnered with channels ensuring strategically product placements across diversifying awareness videos produced by respective channels.

EXECUTION: Lifebuoy partnered with 7 news channels which were among the top performers during the time period. Each channel prepared their respective awareness videos. Lifebuoy took the opportunity and strategically placed their product within the 7 Co-branded videos. Lifebuoy further influenced channels to incorporate usage of sanitizer within the videos. This overall covered all products and functionality of Lifebuoy subtly in the video in contrast to competitor heavy presence. Competitors were highly active in TV which lead to challenges to ensure high air time of Lifebuoy. The execution was planned efficiently to effectively tackle the situation. The assets were on average aired 10 times through the day 50% on peak and 50% off peak for 3 months. Furthermore, as partners Lifebuoy was able to place TVC spots across videos which provided more air time. Lifebuoy deployed relatable posts and videos across news portals to maintain brand communication alignment for Covid.

RESULT: Lifebuoy through this partnership executed 2000+ spots of awareness videos promoting Lifebuoy products within 3 months. As per partnership, asset production cost was borne fully by the channels and placement cost of the spots were also shared. This partnership allowed Lifebuoy to ensure savings of BDT 53 Million. With lower costs and high frequency, Lifebuoy reached 43% of TV audiences at 3+ frequency across the 3 months. Overall, Lifebuoy sales grew by 51% during peak pandemic period which led to 141% of their targeted sales in Q2'20. Lifebuoy successfully preached how a Shurokhito Haat can lead to a Shurokhito Desh.

তীর অ্যাডভান্সড সয়াবিন তেল

এখন
নতুন
বোতলে



দেশের প্রথম ও
সর্ববৃহৎ



নিউট্রিয়েন্টস রিটেইড
টেকনোলজি-তে তেল রিফাইন হয় বলে,
সকল পুষ্টিগুণ থাকে অক্ষুণ্ণ



ওমেগার ট্রিপল পাওয়ার

- দেশের প্রথম এবং সর্ববৃহৎ অয়েল সীড ক্রাশিং প্ল্যান্টে বিশুদ্ধ সয়াবিন বিজ হতে তেল এক্সট্রাকশন ও রিফাইন করে বোতলজাত করা হয়
- ভিটামিন 'এ' ফটিফাইড এবং ভিটামিন 'ই' ও 'কে' সমৃদ্ধ সয়াবিন তেল
- কোলেস্টেরল ফ্রি



Music/Jingle

Shopno Jabey Bari 2020

Agency: Grey Advertising Bangladesh Ltd.



GOLD



BACKGROUND: Every year, people travel to their native places for Eid with a heart filled with happiness and minds filled with the perfect anthem for the occasion – Shopno Jabe Bari. Due to COVID-19, going to native places was not an option this year. The only thing that reached their loved ones was emotions.

OBJECTIVES: The objective was to inspire the nation to celebrate Eid from their home while letting their dreams, emotions and care travel to their loved ones with the ever-known tune.

CORE IDEA: The core idea was to tell the nation how people can let all their emotions travel wherever they want them to while we stay inside the safe boundaries of our home, maintaining social distance. Just like the commute towards native places, Shopno Jabe Bari is also a constant for the nation, every Eid. This year the song had added responsibilities on its shoulder which it handled beautifully

by combining the beautiful stories of sacrifices made by our frontline heroes with the emotions of Eid.

EXECUTION: This is one of the very first project where a full production team was involved but in limited crew member, maintaining all safety protocol at that early stage when they hardly knew what to do and how to follow safe protocol in outdoor and indoor shootings. It was very difficult to engage models or actors as a cast in the video, so mostly know people decided to act in the video and use their house and roof as a location to shoot as well, which was a great gesture in that emergency case.

RESULT: People really liked the new concept of shopney jabey bari. They could relate very easily with the current situation and this year's concept of shopney jabi bari. It had an fb share of almost 20K with 15.6 million reach and 12.6 million views.

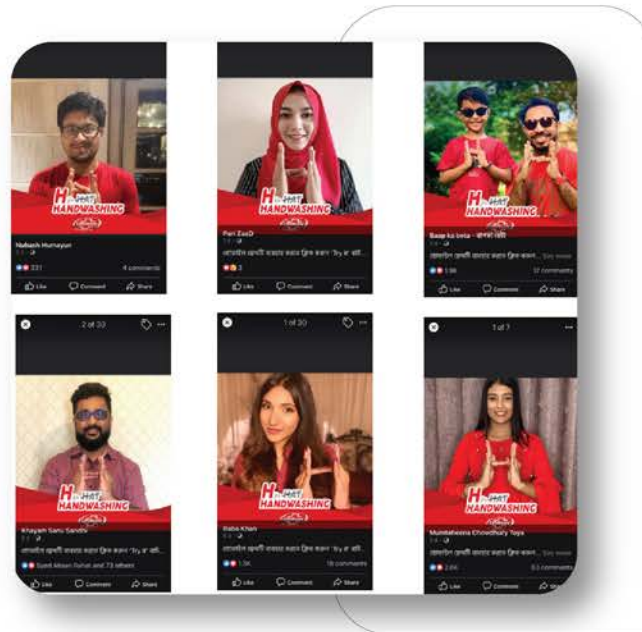
Music/Jingle

H for Handwashing

Agency: Analyzen Bangladesh Limited



SILVER



BACKGROUND: Global Handwashing Day (GHD) is an internationally recognized campaign; it occurs on October 15th every year. There has never been a more significant time to change the handwashing behavior of the world - forever. Lifebuoy wants to make a fundamental change to help the world stay protected.

OBJECTIVES: Lifebuoy wanted to play a part in making the constant need of handwashing a long-term behavioral change for our TG even after the pandemic ends, so they started from the root level (Kids) for making this fundamental change. They wanted to create a relevant and catchy jingle.

CORE IDEA: The campaign aimed to transform the letter “H” or “হ” into a symbol of handwashing by making hand washing a part of the curriculum H for Handwashing. Today the importance of the letter H has the greatest impact in the lives of many, as H for handwashing can not only protect one from Covid-19 but also can potentially save one’s life. So, they decided to educate H for handwashing to the children as they are the foundation for a better future through a revolution. The core of the idea lies in transforming the letter H into a symbol for handwashing.

EXECUTION: As the campaign was designed for children, they made children sing in our jingle in order to make it more relatable. The challenge was to effectively position the letter H for handwashing in the song. As children tend to be creative, the jingle celebrated their creativity by incorporating the idea of handwashing in the iconic A for apple, B for ball song. Because of being catchy and easy to remember, the jingle was widely accepted by children and was successful in creating Top of Mind Awareness. Due to schools being closed for the ongoing pandemic, they brought GHD alive in online classrooms through this Jingle. They held a webinar where our jingle was played and applauded by Honorable Education Minister, Dipu Moni. In the digital platforms, the jingle was shared by KOLs, reminding people to sign the petition. KOLs also created their own covers of the jingle.

RESULT: Facebook - 2,994 petitions; 7.9M impressions; 3.7M views; 1.04M Link Clicks @ 1.54% CTR. YouTube – 8.2M impressions, 2.3M views. The film and the jingle became a favourite for both kids and parents & a popular catchy tune to sing along!

Music/Jingle

Banglalink - Tomar Amar Shobar Beshi Beshi Dorkar

Agency: Asiatic Marketing Communications Ltd./Asiatic 3Sixty



BRONZE



BACKGROUND: Banglalink has always been eminent for providing great value to the customers. Banglalink was the operator that brought a massive change in the telco industry by introducing low rates and giving their customers value for their money. Therefore, Banglalink and Asiatic has embarked upon a journey to strengthen the value proposition and launched “Amra Emoni” campaign in Q’2 2018. To make it even stronger, in mid-December 2018 they launched “Beshi diye khushi chorai” by adding a higher order need to the functional benefit. Then, in order to further reinforce the VFM positioning of the brand, Banglalink and Asiatic had embarked upon a journey to strengthen the value proposition and launched “Amra Emoni” to reflect on how the Bangladeshis do more for others. To make it even stronger, the “Beshi diye khushi chorai” campaign was launched to add an emotional need. “Beshi beshi dorkar” campaign is the continuation of the brand’s journey.

OBJECTIVES: Reinforce Vfm proposition, Create emotional association with the mass and the digital audience

CORE IDEA: These days, Bangladesh is progressing at a rapid pace. Just like a growing adolescent needing a lot of food, growing Bangladesh needs more of investments, infrastructural development and investments. Similarly, the people of this growing country require a lot of extra data, a lot of talk time to keep up with their fast-changing lives. Having “more” is what the need of the hour is. So Banglalink, the champion of giving more, reassures its’ customers with, “No matter how much you need, Banglalink will always keep giving you more.”

EXECUTION: To execute the core idea, they have thought of developing a song based on the lives of common Bangladeshi people and supported by warm & vivid visuals that highlights those instances of giving more. A news reporter and a cameraman as the protagonists’ roams around the country on a bike to have further clarity and report on a newspaper headline (Bangladesh is on the top 10 countries of ‘more’ round the clock). They want to know from the people “why do they need more?” Seeing their jingle-based journey, it will seem like they’re scouting every corner of the country; either on a highway, on steep roads or even on a ferry with their bike. They’re asking the young and the old about ‘more’ in different locations. Finally, in the VO stated: “No matter how much you need, Banglalink will give it to you, again and again.” While crafting the music they have used local musical instruments to keep relevance with our tradition. The ‘Banglalink Tomar Amar Shobar Beshi Beshi Dorkar’ Thematic campaign was launched as a full 360 communication focusing towards strengthening the value for money proposition of the brand. The TV commercial was aired in high bursts and the commercial jingle was played as a song/RDC across 6 different Radio channels throughout the country with high density. The song instantly became a hit as people could instantly relate themselves with it.

RESULT: In short, the result was mind blowing and people around the country appreciated the execution a lot. Everyone loved the music and watched the TV commercial on repeat. The music and the lyrics were a hit all over the Bangladesh.

Music/Jingle

NESCAFÉ 2019 Thematic

Agency: Asiatic Marketing Communications Ltd./Asiatic 3Sixty



BRONZE



BACKGROUND: The youth face countless barriers while pursuing their desires. All they need is constant inspiration and positive vibes while chasing their dreams. These youngsters want to take control of their lives and make it meaningful. They care about the trivial victories rather than big achievements. NESCAFÉ, the largest Coffee Brand worldwide and in Bangladesh, has always pushed the consumers to start chasing one's passion goal and passion with a Red Mug in hand.

OBJECTIVES: Give brand NESCAFÉ the relevance that triggers the need for everyday consumption.

CORE IDEA: Since NESCAFÉ globally changed its proposition to "Change The Pace of Life", their goal was to give the global proposition a creative twist and make it relevant for the context of the youth. Hence, they came up with "লাইফটা গড়ো নিজের মতো" as the creative line.

EXECUTION: They developed a lyric that embodies the core

essence of "লাইফটা গড়ো নিজের মতো". They crafted each line of the lyric with an aim to trigger their passion points, resulting in purposeful action from the audience. They considered trendy and youthful terms and phrases so that the youth can easily relate with the lyric. While composing the song, they kept a combination of both local and western tune so that the modern youth can savor the flavor of trendy melody, with a taste of orientalism. They took the visual inspiration from the daily life of youth.

RESULT: The content captured the youth's desire to turn their passion into ambition. To celebrate life, come what may. The outcome of the content was phenomenal. They were ecstatic that the content excellently resonated with the interest of youth. Unique Reach - 14,679,884; Total Reach - 10,187,823; Impression - 28,940,229; Video Views - 3,111,671; Engagement- 4,991,370.

Music/Jingle

26th March Campaign

Agency: Grey Advertising Bangladesh Ltd.



BRONZE



BACKGROUND: Since the day of independence, on 26 March 1971, its citizens have not missed the celebrating momentous occasion. For the first time people are confined to their homes because of the ongoing pandemic, adding to their woes in accepting the dire situation at hand.

OBJECTIVES: Right now, people are confronting a new war after '71. This time, having an invisible enemy. In the spirit of our togetherness, while being physically distanced, only this enemy can be fought and won against. Therefore, the objective was to inspire people to stay closer from afar to keep the motherland safe.

CORE IDEA: "Let us keep our distance together. Closer from afar, let us keep our motherland safe" - Titled "Ghore Thaki (Stay Home)" is a song that rekindles the courage of '71,

reminds people that it is possible again to win this war too if we stay united.

EXECUTION: They composed a song with the help of all the prominent musicians across the country. The performances of the musicians were recorded on their respective mobile devices and then compiled together into one video.

RESULT: 20.4M+ views and counting on Social Media. Bangladesh Police has used this song to encourage people to stay at home. "Shastho Batayon" a special call-center requested for a copy to inspire 7,000 doctors who are working with them. Earned free airtime from multiple National Television Channels across Bangladesh.

Music/Jingle

Change is Possible

Agency: Grey Advertising Bangladesh Ltd.



BRONZE



BACKGROUND: Today the youth segment of the country makes up for a majority number of the Internet Population. And internet is a platform that gives everyone a voice of their own. The brief from Grameenphone was to come up with a youth centric brand campaign that would talk about the possibilities of internet.

OBJECTIVES: The communication objective was to change customer perspective on the 'usage' and the 'users' of internet. With the aim of delivering a 360 ATL Campaign, in the TVC the 'user' could be someone they don't expect to be; the 'usage' could be something they don't expect to be. The idea is to encourage new users and new usage

CORE IDEA: With time, the youth has evolved their ways of protest. Instead of blood and sweat, posts and pictures are now a bigger part of their stance. They believe in change, in their own way. Internet provides us the platform to find the solutions ourselves and make a big difference together. If they can start spreading people's thoughts, from the respective places, addressing major societal problems then they could shed light to a new wave of thinking. It can be done with the power of internet. Keeping the discussed narrative in mind they arrived at the following core message that change is possible using internet as a tool to express.

EXECUTION: When it came to execution, they wanted to convey our core message through the TVC and provide our users with a tangible digital tool to express their opinions in

social media. While brainstorming for the TVC content, they realized that in today's age women face a lot of obstacles in going about their day than man, so they chose to tell the story from the perspective of a City Dwelling Girl. They finally concluded that a Hip-hop Jingle would be the most innovative way of connecting to the youth and getting our message across. To summarize, they locked on a story of a girl who faced multiple form of judgement, bore witness to social irresponsibility while documenting all of them through her Satirical Doodle Artwork uploaded on her Facebook page. The artwork gets viral, and her artwork is seen as a huge reference point at the end. This whole storytelling takes place while a rapper in parallel sings out the Jingle. The entire shoot was conducted maintaining all the Covid Safety Protocols. They realized a tangible expression of tools should be made available from Grameenphone's end inspired by the TVC content while keeping in line with their core message. They crafted our own language in the form of stickers to bring about this change and asked people to use them on the internet as they seem fit.

RESULT: The ad performed exceptionally well in the TV space as well as digital. The ad was positioned at the top in all 3 category of brand tracker Ad performance (Top of Mind, Ad Recall & Best Ad). In digital it garnered video impression of around 59.9 million with total view rising to 13.4 million views. The sticker platform performance in terms of Website Traffic Reach was 2,04,785.

Music/Jingle

Shwapno – Jersey Koi

Agency: Salt Creatives



BRONZE



BACKGROUND: People are crazy about the Bangladesh Cricket team. And during World Cup, the scene is 10 times more intense. Hence, Shwapno and BCB arranged to promote the fan jersey to sell from all Shwapno outlets. Afterall, without the national team jersey, cricket matches don't feel as exciting as they are.

OBJECTIVES: The challenge was to promote the jersey and create a cricket fever among the Shwapno audience. Their goal was to generate customer footfall in the outlets. With a creative communication, they wanted to spread Cricket Fever within the audience and generate sells.

CORE IDEA: In the world cup, there are many ways to support the national team. But the most fan loved means of showing support is with the National team Jersey. As the crazy Bangladeshi cricket fans say. "If you do not have a jersey, you don't deserve to be a fan of the team and deserve nothing from others."

EXECUTION: They tried to portray a completely superficial level of crazy fans among all ages and in all "life scenarios" through an OVC. And they wanted to compare them with the casual fans who tries to be in the moment. So in this occasion, showing support with the National Team Jersey is very important, which also fictitiously grants the super fans "privilege" at everything.

RESULT: The campaign generated massive awareness and excitement across the Shwapno social media audience through the campaign. With only just a video, the campaign reached almost over a 2.3 million views, 90K+ engagements, enhancing the Shwapno brand image. They could also directly connect the campaign with a overall 5% increase across all stores, with all the Official National Team Jerseys being sold out during the lifetime of the campaign .

 **Energypac®**



www.energypac.com

It is such a wonder isn't it?
That stars, huge celestial bodies light years away
from Earth, are capable of producing light from afar!

Native

Ilish Roshona - Radhuni Taste the Jhanjh

Agency: Mediacom Limited



GOLD



BACKGROUND: Hilsha has always been a crucial part of our economy, our lifestyle, our festivals, weekly meal plans along with the term 'Ilish Maach Vaja' and hence there comes the demand of Mustard Oil, marinating spices like Turmeric, Chilli Powder, Kashundi etc. As Radhuni's vision has always been and is to own the whole culinary cultural part of Bangladesh, hilsha fish has always been a huge part of this Bengali culinary art and with it; the oil and the spices used to cook this fish. Whenever a consumer will see Hilsha fish in any part of the country, he/she will consciously or subconsciously be thinking of Radhuni Mustard Oil or Basic Spices in terms of intaking the fish.

OBJECTIVES: With the digital campaign, Ilish Roshona, they attempted to capitalize the taste, smell, sight & hearing senses of our consumers amongst the 5 basic human senses. Utilizing this cultural craze, their goal was to establish Radhuni & Hisha in our consumer mind consciously & subconsciously as each other's compliment.

CORE IDEA: They wanted a Subtle Psychological Manipulation. Whenever a consumer sees Hilsha fish in any part the country, He/She consciously or subconsciously would be thinking of Radhuni Mustard Oil or Basic Spices in terms of intaking that fish.

EXECUTION: Teaser Video: To start the hype. Feature Articles: To own the cultural creed influencing consumer subconscious. Feature Celebrity Videos: Famous & veteran celebrities reminisce the Hilsha fetish with subtle brand infusion. Recipes: To co-relate the brand & festival consciously. Banner Placements: In order to make sure additional reach and impressions. Keyword Tag: In order to drive TG toward integrated overall all the campaign contents. Recipe Banners: Landing on Radhuni's Youtube channel in order to raise the viewership.

RESULT: The 10 days long appetizing festival came to an end with 15m+ unique reach, 7.5M+ overall content view, 8M+ reach from Prothom Alo, 2.5M+ Video Views from Prothom Alo Facebook Page & Youtube Channel, 3M+ impressions from the portal and the sales growth of total 67% during the campaign. Last but not the least the whole campaign stood out as the 1st ever online culinary food festival of Bangladesh utilizing us Bangladeshi's Hilsha fish fetish. As the category & market leader Radhuni has done it's best to preserve & cherish this national silver treasure of the country with utmost perseverance and care and will continue to do so with **খাঁটি মানে এবং খাঁটি স্বাদে.**

Native

Mayer Vasha

Agency: O&Z Solutions



GOLD



BACKGROUND: Most of the people has hesitations in mind using their local dialects in front of others. People from other regions often see the funny sides and mock other local dialects without understanding those property. This campaign tried to break the misconceptions revolved around the usage of local dialects.

OBJECTIVES: The main objective of the campaign was to give the message to break the misconceptions and remove the hesitation to speak in a local dialects.

CORE IDEA: Local dialects aren't meant to be demeaned. But a way to take pride of the origin with a sense of responsibility to establish this concept among the people. RFL Houseware decided to organize the “মায়ের ভাষা (Mayer Vasha)” campaign on 21st February.

EXECUTION: They started the campaign by launching an OVC on social media Facebook, YouTube and Instagram. They made 10 thump stoppers using the local dialect from 10 regions of Bangladesh. Which creates buzz overnight. To

make the communication more localized they do activation placing billboards in over 55 districts were made in their local dialect. 50 Thousand RFL Bucket were branded with the slogan, adopted in the local dialects of the 7 divisions. Local newspapers published press ads in the local dialects and there was CNG branding. Also, ensure their all authorize showroom follow the trend and deliver their service on native. Which create a special place for their customer and they are able to take the moment.

RESULT: With their TTL and BTL communication, they received positive messages from people from all over Bangladesh. Static communication on Facebook reaches 2.5 Million people, generate 28 thousand like. Main OVC on Facebook has reached 25 Million people, with more than 18 Million views, more than 1 million reactions, 10 thousand comments, almost 200 thousand shares with more than 5 million engagements. 10-sec video on Facebook reach 2.7 Million, view 2.2 Million, likes 73 thousand, and comments 2 thousand and share 3 thousand. Main OVC on YouTube viewed organically 13 thousand times and 1 thousand times on Instagram.

Native

Sound of Independence

Agency: ADA



SILVER



BACKGROUND: 26th March, a date forever marked in the freedom loving heart of an independent nation and that can expressed in many forms. Portrayal of mesmerizing sounds that are associated with one's core meaning of interdependence is something that were yet to explore.

OBJECTIVES: Through different representation of sounds that are associated with people's belief of independence, Robi wished to encourage audiences to participate in sharing their own sound of independence in order to compile the best sounds and create an one-of-a-kind platform to preserve the sounds of a nation as well which will eventually portray the sounds of our natives, our people.

CORE IDEA: Robi wished to create a compilation of sounds of the people of Bangladesh that also signifies their independence. Audiences were asked to share their sound of independence to let the world know what it actually means to feel independent. Moreover, there were an opportunity to get featured on Robi's social media pages through submissions and be a part of large scale sound hub that represents Bangladesh's peoples' belief and culture.

EXECUTION: The campaign started with pre-Hype contents on various Robi Social Media Platforms, using visual elements

that portrays peoples' connection to their core choice of freedom. And it all came full circle with a thematic video, starting from the sound of our beloved red and green flag, that captured the essence of sound of independence. And Robi asked their audience to share their sounds of independence. And later on, they started featuring the best sounds with relevant videos which actually helped to drive more engagement with time.

RESULT: This Campaign enabled the people from around the country and they received some effective results from the contents of these campaigns which are mentioned below.

The number of Core Thematic reach was 3,407,816. Among these numbers, the organic reach was 125,349 which was more than 3.5% of the total reach. The thematic received 2,817,273 views, 41,262 number of times the video was watched more than 50% (Video Play at 50%). Post Engagement on Facebook of the Thematic was 4,117,550. Post Engagement on Google of the Thematic was 4,117,550. Post Engagement On Featured/Submitted Videos on Facebook - 27,363,357. Total post Share-836. Post Engagement of the Teaser & Influencer videos were 70,791. More than 350 sounds of independence have been received from audience.

Native

IPDC আমাদের গান

Agency: Creato



BRONZE



BACKGROUND: IPDC Finance was looking for an opportunity to connect with the people in a way that can create an impact. With this challenge in hand the organization figured out that bangla folk music is slowly moving in the back of people's mind. To promote and preserve the true essence of more than a 1400-year-old heritage of Bangladeshi Folk music internationally a virtual platform, "IPDC Amader Gaan," was created.

OBJECTIVES: To promote and preserve the true essence of more than 1400-year-old heritage of Bangladeshi Folk music internationally, a virtual platform, "IPDC Amader Gaan" was created; with the dream of presenting the original native Bangladeshi culture, to the youth locally and globally.

CORE IDEA: Creating a folk experience that can touch the heart and soul of the people of Bangladesh and beyond, all over again. With its modal melody, narrative verse, and characters accompanied by stringed instruments, each song has been specially curated to revive the cultural heritage.

EXECUTION: Initiating a unique and groundbreaking campaign, potentially representing Bangladesh to the masses and the globe to celebrate the 50th anniversary of its independence and

also meeting IPDC's core value "communities to rise unbound, to live up to their fullest potential "; they have developed a virtual musical platform "IPDC Amader Gaan", with the aim to rejuvenate and promote the folk music and culture. The music director mingled the local cultural milieu with the contemporary trends in music. The arrangement of music, use of both traditional and modern instruments, design of the set and light made it an exquisite folk set, making its way to the London International Creative Competition.

RESULT: The effort was greatly appreciated and the numbers are reflecting the same. The YouTube subscriber's basis growing every day that too without boosting, more and more people are following on Facebook. Apart from the viewership numbers the digital engagement of this creation is not only praised inside the country but it's also getting featured by folklore practitioners and vloggers from different parts of the world. Breaking in YouTube Channel on 9 September 2020, the channel subscription rose to 230k+ in no time, with a Total impressions of 139 M+ , 37.4 M+ Minutes watched, garnering 10K+ YouTube Comments and an Average Daily View of 200K+ . Till 31st May 2021 among the millions of viewers, more than 20% came from different parts of the world. And all of these views happened with zero digital buying on YouTube.

Native

GP-16 December

Agency: Grey Advertising Bangladesh Ltd.



BRONZE



BACKGROUND: They were approaching December 16 soon with which they would also take the first strides towards 2021 - an important milestone : 50 years for the nation.

OBJECTIVES: While focusing on a relevant and meaningful way to celebrate the Victory Day this year, Grameenphone would also have to look for a smooth transition towards 2021, with a theme that connects to 50 years of Bangladesh.

CORE IDEA: The inspiration and spirit in which the freedom fighters at that time fought for their independence was their contribution towards the country, their plus 1. Now in 2020 in the verge of 50 years independence, they have to come out with our plus 1 and contribute to the nation in current context.

EXECUTION: They on boarded Afran nisho to the campaign. His father was a freedom fighter himself. They tracked down a story from the book ekkator er golpo. Found out where he used to live and went to his house. They found his brother there, they heard the real story that actually inspired them to fought for the country. They went to gopalganj, they kept shooting all the way from the dhaka, interview Nisho about how he felt visiting the freedom fighter house. Interview their family members shoot at their actual premises. Its was a magical experience for them.

RESULT: The OVC response was really good. A FB reach of total 7.45 million, engagement 104k, shares more than 5.2k and also YT view of 815k.

Native

IPDC Bornoshilpi

Agency: Madmen Digital



BRONZE



BACKGROUND: Annually on the 21st of February, brands build strong communication around their love for Bangla. Not much communication has been done to portray how artistic the Bangla script is, and due to Covid 19, people have needed a meaningful way of appreciating Bangla while safely at home.

OBJECTIVES: Their mission was to tell the story of our independence through the beauty of Bangla calligraphy, using 50 unique pieces of art. They wanted to embellish words carrying the history of our freedom on the 50th anniversary of our independence, while portraying the artistic beauty of our language.

CORE IDEA: The center of our idea was to make people aware of the beauty of our written language. To showcase it, they used calligraphy. They wanted to spark love for our mother tongue and for it to flow into the creation of beautiful calligraphic works. By separating age levels, everyone was encouraged to participate in the unique UGC competition where they got to present their take on a certain task representing the history of our independence. Turning communication into action was the best way to attract attention, because it made people reflect on the beauty of written Bangla.

EXECUTION: They wanted to launch the campaign with a video strong enough to drive people to action but the challenge came in the form of credibility. They onboarded

SabyaSachi Hajra (Cover Artist), Ujjal Kumar Mazumder (Modern Font Designer) and Arifur Rahman (Calligraphy Artist) in order to combat this issue. In asking the people to submit their work, they were the faces of Bornoshilpi. They built a microsite in order to maintain registrations and deploy the tasks in a randomized and fair manner. They created levels to even the ground and opened an email to solve any submission issue. They promoted on social media and through word of mouth. In order to select the best works, they organized the jury session with the same people. The artworks were then used to make another OVC and outdoor activity to tell the story of 1952-1971 of our independence through calligraphy. They organized the jury session with the same people in order to select the best of the best works. They were then used to make another OVC and outdoor activity to tell the story of 1952 to 1971 of our independence through calligraphy.

RESULT: They have received heaps of praise from people for accomplishing something unique. Their biggest achievement was being able to tell the story of independence through beautiful Bangla calligraphy. Digitally they have reached more than three million people and more than one million engaged with our campaign. Over 700 people registered for the campaign from all across the country, ranging across all ages and almost 300 people submitted calligraphy in 17 days. It also provided an unusual platform for people to showcase their artistic skill. Many of them are anticipating the next season already.

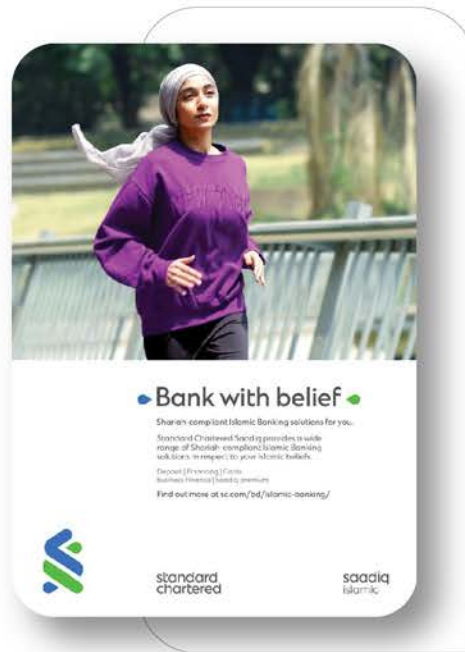
Native

Bank with Belief -Saadiq

Agency: TBWA\Benchmark



BRONZE



BACKGROUND: Standard Chartered, the leading international bank in Bangladesh, wanted to relaunch of Saadiq, its Islamic Banking business. Saadiq offers Shari'ah compliant end to end Islamic banking including credit card, deposit, auto and mortgage. The challenge was, how to position it beyond the clutter, how to differentiate Saadiq from its conventional banking offerings and how to communicate the proof points.

OBJECTIVES: To commensurate with the unique nature of banking, they wanted to have a special idea. Their aim was to re-launch Standard Chartered Saadiq and get fresh and credible attention from the audience.

CORE IDEA: They looked at conventional stereotypes first: believers are boring. They do not want to be mainstream. They challenged this stereotype. They feel believers are interesting and they have a curious mind. They are not closed and they want to be a part of the mainstream. They have an open mind and they are progressive in nature. That's how 'Bank with believe' was born as an inclusive and open idea. To bring authenticity on board, they have featured a few real-life practitioners as the face of their campaign. None of them are models but are successful in careers and progressive in

thinking. Brand gets the right positioning with the right association.

EXECUTION: Parsa, a value-based life follower and an executive of a multinational company is featured as the key talent of the campaign. Tazkia, a 5th grade medical student at a women's medical college, Tasnuva, leading business development at an LPG marketing company and Sumaiya, a creative director at an audio-visual company are also featured. They are different in many ways. But they have one thing in common. They live a value-based progressive life. After launching the brand thematic, they have launched a credit card promotion and Sadaqah, a Savings Account that enables clients to seamlessly donate their profit to the charity of their choice, to create a relevance of the true spirit of Islamic Banking and to fulfill customers' philanthropic need. The campaign was on social channels, online and digital platforms. Got 1.21 million impressions from news portals alone.

RESULT: 24% growth in monthly credit card on Q2 2021 compared to Q1. 8-10% expected growth in deposit compared to 2020. 10% yoy growth in believing that bank understands customers' individual needs. A significant increase in level of interest for the brand and its offerings.

Native

HOMECOMING: It's the time for Bangladesh

Agency: TBWA\Benchmark



BRONZE



BACKGROUND: How do you celebrate the 50th birthday of a country? Especially when everybody wants to talk about how well it is doing. In 2021 it was the challenge for everyone including us. Standard Chartered made it even more difficult. The bank has been here since 1905 and it is instrumental for many firsts in the banking and financial sector of the country.

OBJECTIVES: They wanted a campaign that endorses the remarkable social and economic progress of the country as well as highlights the role of the bank.

CORE IDEA: They decided to show economic and social progress, not in data but in a human way and stand out. That's how 'homecoming' was born. It focused on the reverse brain drain of Bangladeshis from abroad. They left behind the world's biggest cities with flashy lifestyles and boundless opportunities. They were here with enterprising ideas to contribute and grow. They were here because of better opportunities. This was a great testament of our progress as a society and a country. Standard Chartered accelerates their ambitions with its global network and deep-rooted expertise.

EXECUTION: They chose remarkable stories of two such individuals. In 2011, Jamal Bhuyan, now captain of Bangladesh National Football team, left Denmark, the country he was born and brought up in for Bangladesh, a country he has never been to. He wanted to play for the Bangladesh national team, for the national flag. In his words – "The first time I played a national

team match for Bangladesh, when I heard the national anthem, gave me such goosebumps, it was crazy." Maliha Malek Quadir returned in 2013 to begin the journey of Shohoz. Starting with bus ticketing, Shohoz has expanded to ride sharing, food delivery and truck booking, among many other services. Maliha is a Harvard graduate and worked for 10 years abroad at organizations including Morgan Stanley, Nokia, Standard Chartered and Vistaprint. In her words – "I feel a lot more fulfilled in the work I do now. I can see tangible impact it is making in the lives of people in my own country." Both Maliha and Jamal think the decision to return to Bangladesh has been the best decision of their lives. It's the time to return, it's the time for Bangladesh. Time to be a part of the next story. The campaign went to newspapers, online and social channels. All internal touch points - elevator, ATM screens, and digital displays were covered. It reached to more than 3.79 million people with an organic reach of 289,933 through social media. 18,705 people reacted to their campaign. Print media reached to 3.5 million readers.

RESULT: 12% yoy growth in believing, bank is committed to benefit the community. 10% yoy growth in believing that bank understands customers' individual needs. 6% yoy growth in believing that bank works hard to help people prosper. Their success lent courage to other NRBs who are at the brink of taking that leap to return & contribute. Overwhelming response from policy makers, customers and even from competition.

Outdoor

Pink Illumination Fresh Tissue Breast Cancer Awareness

Agency: The Big Content Ltd.



GOLD



BACKGROUND: Fresh Tissue wanted to create an out-of-the-box campaign which will do some real betterments to the society since their Brand Promise is to “Wiping Out Negativities” or “মুছে যাক গ্লানি”, and also at the same time, this campaign will have to create a huge Top-of-Mind Awareness for the brand.

OBJECTIVES: Wipe out real social fatigue. In this case, educate the general people about Breast Cancer and help them reduce the death toll. Create huge Top-of-Mind Awareness for the brand. Engage the audience with the brand, and increase sales.

CORE IDEA: Breast Cancer's huge death toll in this country is the lack of common awareness. Since it's almost a taboo to talk about breast-health in our culture, they wanted to break this stigma and raise a massive educational conversation on Breast Cancer Awareness.

EXECUTION: They started the campaign with a commercial where a son asks his mother if she had medical check-ups for Breast Cancer. This story was targeted to break the stigma of talking about breast-health. This commercial ended with a call-to-action for registering for a free breast cancer check-up organized by Fresh Tissue. To inspire women for regular medical check-ups, they organized a medical camp including

20+ hospitals for free check-ups at 8 divisional cities. They were able to provide free breast cancer primary check-ups to over a thousand women. They also launched a website (www.muchhejaakglani.com) in Bangla which has all the life-saving information of Breast Cancer in one place. Then they launched a special tissue box in the market on this occasion where they announced to make a donation from every box.

RESULT: This campaign's result was a massive success. Through this campaign, they made people more aware than before about the deadly impact (19 deaths per day) and its possible preventions (regular medical check-ups) for Breast Cancer. Many young family members brought their female family members to the medical check-ups. They were able to raise the awareness and breaking the stigma of talking about Breast Cancer and breast-health as well. Finally, people learnt the necessity of regular medical-ups for Breast Cancer to stay safe. And from the brand's perspective, people now can connect Fresh Tissue with wiping out negativities more than ever. This campaign successfully created a socially concern brand image for Fresh Tissue which was the main brief. Also, since the campaign started running from February 2020, their average sales went higher from the very next month in March 2020.

তোমার হাতেই মেধাবী বাংলাদেশ



এ সি আই পিওর সল্ট
মেধা বিকাশে আশ্রয় করে

Outdoor

The Launch of Alesha Mart

Agency: Alesha Holdings Ltd.
& Havas Media Bangladesh Ltd.



SILVER



BACKGROUND: People realized the efficiency of online shopping and digital transactions around the globe and the people of Bangladesh are not an exception, it extends the boundaries of the consumers playfield. Alesha Mart has focused on visibility which will help people recalling the brand and generate talk-ability about it.

OBJECTIVES: The objective was to create TOMA among consumers and establishing brand value through vast exposure by keeping a presence throughout different media platforms and also affiliating people with the Alesha Mart shopping app, connecting the brand philosophy with consumer insights and understanding of the e-commerce sector was also needed.

CORE IDEA: The core idea of the campaign was to synchronize a grand entry in the e-commerce industry to aware the mass people about the brand and not to let them forget the brand name in any way. From January to march covid-19 situation had been normal and movement around the key points of capital increased. So, the idea was to let people see the brand wherever they go and it will allow them to visualize the Brand essence in every possible way whenever they hear the name Alesha Mart or any other concerns within the Umbrella of Alesha Holdings Limited.

EXECUTION: Some bigger aspects covered the outdoor activity: 1000 gift delivery was done within a day, car branding, caravan branding and booth installations. Branded Stickers were put on about 500+ Private cars, which move all day long around the city, so that the whole Dhaka city would get to know the Brand name of Alesha Mart. App installation campaigns were executed through Caravan App Installation Campaign and booth activation. 21 vans traveled around 8 divisions of Bangladesh to engage consumers through different activities. Quick responsive representatives and branded caravans attracted a lot of crowds. The teams offered small activities like games, quizzes and surprised the crowds with small offers and gifts from the brand. Booth installation took place in different areas of the country. The booths gave a sense of proper advertisement and attracted a lot of crowds which led to a huge portion of downloads of the app.

RESULT: Vehicle branding generated approximately 10,000,000+ impressions from densely populated city Dhaka city where around 2 cr. people live. Around 400,000+ people downloaded the app from Booth Activation and Caravan app installation campaign. Sending 1000 free gifts from KIOSK activity during the launching period also made Alesha Mart talk of the town. This has been a great length of achieving a targeted audience in the platform.

Outdoor

Firebrand (GAL Launch)

Agency: Asiatic Mindshare Ltd., Adcomm Limited



SILVER



BACKGROUND: With over 45 years of history in Bangladesh, Fair & Lovely is used in over 70% households. To become more inclusive and remain relevant with consumers of today, Unilever Bangladesh decided to influence more positivity and soon renamed the brand to 'Glow & Lovely' as a reactive measure.

OBJECTIVES: They had to shout louder than ever before. Ensure that they stretch the bounds of all available Outdoor placement opportunity to reach as many people as possible and disrupt to make maximum impact.

CORE IDEA: It was of utmost importance that they explored all available placement opportunities. They wanted to make sure that they cover both Urban and Rural audience with equal importance. They will launch with a teaser campaign but then unleash multiple planned activities at the same time.

EXECUTION: They tapped into all available Unilever billboards

to sing a single note "Fair and Lovely is now Glow and Lovely". During teaser phase, billboards raised curiosity by saying something new is about to change. To drive more views of the teaser billboard, they amplified the event by doing investigative report on TV. When the campaign launched, overnight, 144 billboards across 61 districts had the new name change visual. They also hosted Laser shows in multiple regions to show the name change in a disruptive way. The laser shows generated talkability on social media. Branded vehicles with loud mics were used to announce the new name change across 82 Upazilas. To reach regional people, Mirrors in washrooms of 23 Popular Markets and Highway Bus Stops were branded with the new name.

RESULT: 12.29% growth in quarterly Household penetration (Q420 vs Q121). The entire campaign efforts led to 90% reach all over Bangladesh. Making it by far the Largest Campaign of Unilever in Bangladesh.

Outdoor

Fashion Week 2020

Agency: Asiatic Mindshare Ltd.



SILVER



BACKGROUND: TRESemmé, the most premium shampoo brand in Bangladesh, has dominated the fashion platform, sponsoring fashion events since its launch in 2015. In 2020, TRESemmé they went even bigger. The challenge was ensuring sufficient noise in the industry whilst maintaining premiumization.

OBJECTIVES: Objective of TRESemme Bangladesh Fashion Week 2020 was to establish the new philosophy, Runway of life, inspiring everyone to treat every day as a walk on the runway, with the biggest fashion event in the country. Another objective was to leave people with an aspiration to be a part of it.

CORE IDEA: To obtain this objective, they decided to create a one of a kind experience. Utilizing state of the art technology, they wanted to create an interactive runway. People walking over their installation would truly feel like a fashionista and will establish the Runway of Life philosophy among the engagers.

EXECUTION: They needed chose a premium location, for a premium brand. So, they chose Gulshan 1 park. They identified a walkway with high footfall and transformed it into a runway by placing a long branded floor. The floor mat clearly mentioned the date and the event, generating awareness and curiosity of the viewers. A runway would not be a runway without a crowd. To give the illusion of the crowd, they placed camera flashes next to the runway to give the illusion of being in the midst of photographers and fashion journalists. To make it interactive, they placed laser sensors on the ground so that the flash would only activate when someone walks past. This made the installation a truly unique experience never been done before in Bangladesh.

RESULT: The installation remained for 7 days till the event started. Hundreds of people walked through the runway, experiencing the Runway of Life. Successfully establishing the event philosophy and generating awareness of the event.

Outdoor

Mojo Shandaar Campaign

Agency: Adcomm Limited



BRONZE



BACKGROUND: Mojo is Akij Food and Beverage Limited's most popular cola brands. It occupies remarkable market share in urban, semi-urban and rural areas. It is a youth-centric brand with a tagline that strategically equips it with an outspoken voice. On Eid-ul-Azha 2019, Mojo decided to do outdoor activation. Here people would be able to witness a live theatre and also receive benefits from it.

OBJECTIVES: Connecting to the TG and creating brand resonance: Generate talkability about the campaign. Interacting with the consumers directly and to generate top of the mind awareness.

CORE IDEA: The core idea was to project the way to do what Mojo does best, interact, entertain and give its consumers an experience to remember. Since Mojo's tagline is "Antor is On", Mojo wholeheartedly would hire a giant group of artists who would perform live theatrical in front of consumers and also give away gifts and prizes upon purchasing the product. The strategy for the campaign was to get consumers attention through theatrics and give away plenty of gifts. This resulted into a massive interaction between consumers and Mojo.

EXECUTION: The target was to connect with the consumers directly. They created an OVC portraying the protagonist

giving away gifts and providing services regarding Eid-ul-Azha like equipment sharpening, butcher mats, tree trunks for butchering purposes, pendrives, bags to hold qurbani meat etc. Mojo's tone of voice has always been youth-ish, colorful, vibrant, rooted culturally. The story of the ovc urges the consumers to be on the spot upon arrival and witness what Mojo had been planning for them. Nonetheless, all done through live theater acting by professional actors. It was also posted in print media, digital media and outdoor poster branding. This culturally modern approach of the brand attracted a lot of attention from its targeted TG.

RESULT: The OVC was viewed more than 2.5 million times on Facebook, over 2 thousand comments, and over 3 thousand shares which was tremendous for any campaign in a short timeline of launch. The campaign reached approximately 8 million people on facebook via Mojo page and other individual shares as well as shares in different groups. The OVC generated massive talkability among the TG. The mass public appreciated and participated the outstanding campaign and shared the OVC. The campaign ran for 10 days and multiple winners were announced and plenty of gifts were given away.

Outdoor

Ghore Thaki and Distance Maintaining Indicator

Agency: Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: From March 26 2020, Bangladesh imposed a total lockdown over COVID-19. Fear raised among people as the number of positive cases increased in Bangladesh. It was essential to stay at home to maintain distance. But for some people, staying home was not an option. For livelihood and necessary frontline work, some people had to go out of the house. Grameenphone being one of the leading responsible brands of Bangladesh, came up with a unique campaign to build awareness among the people named "Ghore Thaki".

OBJECTIVES: The objective is to encourage people for staying at home and to let people understand how they should maintain social distance by indicating spots to stand in a crowded place.

CORE IDEA: The idea is to play "Ghore Thaki" in different LEDs for promoting the importance of staying home. They also wanted to mark the spot as distance maintaining indication so that people understand where they should stand to be safe from COVID-19. Along with this they used the branding area of Passenger Shade to make people aware about the safety

guidelines from COVID-19 using different slogans and promoting government website.

EXECUTION: "Ghore Thaki" song was played in three outdoor LEDs placed in three most prominent places of the country: Mirpur 10 Circle Dhaka, Kandirpar Mor Cumilla and Nayapara Point Sylhet for 15 days. In September 2020 as the lockdown lifted, they planned to mark distance indication points on relevant passenger shades, as these are the most appropriate Ad Placement. This plan was executed in significant places of Dhaka city: Badda, Gulshan, Dhanmondi, Katabon, Manik Mia Avenue, Mohakhali and Agargaon. The execution was done at night to avoid people gathering.

RESULT: By this campaign, Grameenphone acted responsibly to create mass awareness for staying at home and maintaining social distance. People were inspired by the "Ghore Thaki" song which made a mark on peoples' mind that Grameenphone cares for everyone in time of crisis which created Top of Mind Awareness for the Brand.

**The Dream Structure is Rising in The Horizon
and a Beautiful Tomorrow Beckons...**



**Proud Construction Partner of
Padma Bridge Project**

Born to Build

**SHAH
CEMENT**

Packaging
Northern Harmony Tea Packaging
Agency: FCB Bitopi



GRAND PRIX



BACKGROUND: KK tea, as a premium brand, wanted to capitalize on the aspect that people purchase premium tea offerings as souvenirs or as gifts of keepsakes for others and created a mixed-pack variant for their consumers which contains 4 different blends - Green Lemongrass, Tulsi, Green Tea and Black Tea.

OBJECTIVES: The core objective was introducing a mixed-variant gift pack with an elegant look that entices the consumer to purchase it as the perfect gift or souvenir for their dear ones.

CORE IDEA: An enchanting idea of designing a gift box using 4 different blends, in an attractive and elegant packaging that showcases its premium nature.

EXECUTION: The campaign designed the box as "Northern Harmony. The box had 4 different variants, covered in white packaging with their names on the side. The box was then covered in white netting, with the holes the shape of tea leaves. A sketch landscape was used on the front. Together, the 4 products and the sketch landscape evoke themes of refreshment. A perfect example of a souvenir anyone can desire when it comes to teas.

RESULT: Since its entrance into the market it generated a steady rise in market penetration among tea lovers. Because of the unique blends with the elegant design received a very positive response from the audience.

Packaging

Pringles - This Cricket Season Bangladesh Can!

Agency: IDC Bangladesh (Pvt) Limited



GRAND PRIX



BACKGROUND: Cricket is like a religion in Bangladesh and it evokes a very strong sense of Patriotism amongst its countrymen. It is to be noted that the team is considered an underdog on the World Cricket Platform.

OBJECTIVES: Capitalizing on the increased in-home snacking during the Cricket World Cup within Ambush Campaign at the Point of Sales (POS).

CORE IDEA: Infusing the brand truth and consumer insight, the core idea was to launch a Special Edition Pringles "CAN" that not only captures the cricketing spirit of Bangladesh, but also becomes an embodiment of the belief of its countrymen that their team "CAN" win the World Cup.

EXECUTION: A Can 3x the size of a regular Pringles Can, that not only did the job of delivering easy visibility at the stores (POS), but also collectable for every cricket fan. The special Pringles Cans were placed in Unimart Gulshan along with proper POP, shelf brand, engagement points for the customers and 100tk discount on the Can. Due to space constraints, in Shwapno outlets the Can was not being placed. But the campaign was extended among major Shwapno outlets where X Banners of "This Cricket Season Bangladesh Can" were placed in front of the outlets and a Cricket Ball was given as a free gift to the consumers. The

offline POS engagement was promoted in online and print media to create awareness.

RESULT: The packaging design was an instant hit among the consumers. The customers appreciated a foreign brand like Pringles supporting the sentiment of Bangladeshi countrymen for cricket and reflecting that in the design of the special collectable Can (The Royal Bengal Tiger Stripe, Red & green color combination, and other cricket related symbols used in the design). And for the brand, the can still maintained the Can shape of Pringles so that consumers can positively associate the Packaging instantly with the brand. From a business perspective, the can instantly helped drive 3x consumption as purchase of a single can ensured purchase of 3 147gm Pringles. Moreover, overall sales growth by 50% in MT channel in June 2019, compared to May 2019. In Unimart, sales grew by 150% in June compared to May 2019 and market share gain was 20% (total 40%) in June 2019. In Shwapno, sales growth was 40%. PR coverage across Bangladesh reaches 6mn+, \$ 6,200+ worth earned media. The campaign has won awards including: Pringles SLAM Award 2019 by Kellogg's India Private Limited. Gold for MUSE Creative Awards 2021, India, for the Point of Purchase Advertising Category. Retail Touch Points and Merchandising award in 9th Global Customer Engagement Award Winners 2020 by ACEF India, Silver for Creativity and Bronze for Effectiveness.

Packaging
White Tea Packaging
Agency: FCB Bitopi



SILVER



BACKGROUND: Kazi & Kazi Tea wanted to introduce such a tea which is considered to be one of the most premium teas worldwide and never before it having any availability in Bangladesh. The white Tea, their most premium and high-end tea till this date. White tea was to be released in a 45 gm pack.

OBJECTIVES: The global renowned blend, White Tea, to be reflected through unique designing was a core objective. The packaging had to have a surreal feeling after looking at it to break through the clutter and catch the consumer's eyes and having them captivated and curious enough to make a purchase decision later.

CORE IDEA: The campaign had the core idea of giving White

Tea an ultra-premium elegance that made it stand out from anything out there in the Bangladeshi market.

EXECUTION: In order to execute this unique design, they stepped outside the traditional formats of tea packaging designs. Using a mostly-white, pristine design with the tea plant represented as a black artistic silhouette. They used a thick hardboard for the box and incorporated a metal coin into the design to give it a unique, signature look.

RESULT: The combination of this globally sought-after blend in tandem with the elegant, refined design was received with glee by the audience, with a steady rise in market penetration among tea lovers in the country.

Packaging

Shukran Chinigura Rice

Agency: MACOMM

(Official Affiliate of Dentsu in Bangladesh)/ FM Agro Foods Ltd.



SILVER



BACKGROUND: Shukran desired introducing an uniqueness to increase the consumer noticeability and curiosity at first glance for the Shukran Chinigura Rice 1Kg pack. Shukran is the latest entrant in the rice brand landscape, the brand's current priority is set to expand the brand availability footprint.

OBJECTIVES: The core objective of the packaging had a thoughtful innovation of an unique packaging which is convenient for the consumers and at the same time making an effort to reduce wastage of packaging the material.

CORE IDEA: The ideation of the unique packaging came up with a clear view of the product designed in a brick molding packaging pattern with vacuum technology.

EXECUTION: The entire execution had an in house processing. Packaging the mold has been produced from Shukran's own rice mill, followed by the labelling designing and pasted on the packaging all done in one in house system.

RESULT: The final product was loved by the consumers who were making the first buy in online or offline.

Packaging

BanglaCut Artisanal Meat and Hand Cut Spice Mixes

Agency: Fatman Films and Starcom
(Active Media Solutions Limited)



BRONZE



BACKGROUND: Beef available in local kitchen or even high-end supermarkets are rarely fresh or of local breed cattle and mostly not processed with care resulting in an average product that does not deliver the right flavors. Bangla Cut consistently delivers hand-cut, fresh and artisanal beef in premium, food grade packaging.

OBJECTIVES: To aware beef lovers of fresh, artisanal local beef and how traditional processing of meat results in best end product. Also, introduce a global standard premium packaged raw food item that will be appreciated in local as well international markets.

CORE IDEA: BanglaCuts obsession is to provide the best possible beef through checking on the overall wellbeing of the cow long before it is processed and cut. Processing is done in the most humanly and halal manner through specific age-old procedures that ensure optimum freshness, proper meat moisture and retains the right color. The meat is then packed, ensuring proper hygiene in a premium box ensuring no air or moisture touches the meat. Three complimentary jars of hand cut exclusive masala mixes made with love by our artisans are also included in each box. The package is then delivered within 4 hours.

EXECUTION: The fresh meat is packed in 3 layers of food safe plastic to retain the natural moisture of the meat and then put in a premium box that restricts natural light and air from

penetration and changing the texture of the meat. The external box is designed to stand out and showcase premium class packaging by a Bangladeshi brand. Within the box, in separate chambers are placed three complimentary unique masala mixes. The BanglaCut promotional campaign started off with the story of Chunnu Mian, a third generation butcher from Mirpur who learned his craft from his grand-father and father. Their specialization lies with identifying the right cow and processing it in a manner that ensures only the freshest meat reaches the customers. This story was followed by a series of digital campaigns showcasing the true essence of BanglaCut, the meat and publishing stories of regional recipes of beef.

RESULT: BanglaCut has created a cult following among beef connoisseurs. From its fresh meat to specialty boxes, Keema and the exclusive Spice Mixes, BanglaCut has created a niche customer base for whom there is no alternative to fresh meat and hand cut spices. In digital-media, there is a cult following and flood of appreciation on how a concept of premium packaging of fresh artisanal meat can become the talk of the town. In less than two and a half months, BanglaCut now delivers, on an average 2,300 Kgs of beef every day throughout Dhaka city. For all the contents launched through social channels they have received 599K of website page views, 30K of Facebook followers, 5.9 millions views of OVC and statics, more than 5k of facebook reviews in different groups and 109K+ comments, 200+ independent unboxing videos.

Packaging
Bai Mu Dan Tea Packaging Design
Agency: FCB Bitopi



BRONZE



BACKGROUND: Kazi & Kazi Tea aspired to inaugurate a brand new and distinctive variant of tea in the market. They were precisely thoughtful about using the best quality white tea leaves. Bai Mu Dan Tea is known for its untamed and earthy flavor which gives an instant sense of nostalgia from the aroma and definitely the taste. With an enchanting unique packaging holding and reflecting the essence of the premium tea, the tea would be sold as tea leaves in a 50-gm pack.

OBJECTIVES: The core objective of the campaign was to reflect the true essence of the Bai Mu Dan Tea through a charismatic design while ensuring a wild and earthy flavour.

CORE IDEA: The core design idea was embracing an earthy

flavour which gives out an untamed essence of the flavour. Bai Mu Dan Tea campaign was equally invested in conveying the aspects of tea through materials and through design.

EXECUTION: The campaign introduced a form of packaging that never before existed in the Bangladeshi market. A minimalistic brown corrugated paper blending finely with the earthy essence, giving a sophisticated premium feel to the aroma and flavour.

RESULT: The enchanting unusual design and an unique 'coming back to nature' kind earthy flavour generated a very welcoming positive response with a steady rise in the market penetration among tea lovers in the country.

PR

Narir Proti Bhalo Vasha

Agency: Adcomm Limited & OnZ Solutions



GOLD



BACKGROUND: Atom gum, occupies remarkable market share in urban, semi-urban and rural areas. It is a youth-centric brand with a tagline that strategically equips it with an outspoken voice. On International Women's Day, a facebook campaign was designed against the verbal abuse women face every day to reach its intended TG.

OBJECTIVES: Connecting to the TG and creating brand resonance: Generate talkability about the issue, provoke thought about the issue, holding a mirror to society about the extent and impact of verbal abuse towards women.

CORE IDEA: The core idea was to show the world how we dehumanize and objectify women. Since Atom's tagline is "Atom Khaw, Mukh Chalaw, Awaz Baraw", the campaign showed us both the damage our words can cause, and the strength they possess. The strategy for the "Narir Proti Bhalo Vasha" campaign was to share real stories of different women from 4 separate social classes, profession and age to show the audience how women feel and urge them to change. This resulted in people campaigning for stopping the use of offensive language against women in the comments section and huge social media uproar.

EXECUTION: The target was to connect with the generation who spends most of their time on facebook. They created an OVC portraying the verbal harassment faced by 4 different

women and a series of posts in off-beat fashion explaining why people shouldn't use certain words in reference to women.

Atom's tone of voice is outspoken and advocating. The story of the video urges the viewer to speak up and advocate for the social disease that is the objectification, mental and verbal abuse of women. The subjects in the advertisement went off-script and broke down crying, which started out as a challenge but ultimately added to the honesty and allure of the content, campaign and product. This strong sense of morality and righteousness was tied in with Atom's away barao attempt and boosted with the emotional appeal of the content.

RESULT: The OVC was viewed more than 6.5 million times on Facebook along with 9.6 million reach, over 11 thousand comments, and over 22 thousand shares which is tremendous for any campaign in the timeline. The campaign reached approximately 15 million people on facebook via Atom Gum's page and other individual shares as well as shares in different groups. People used the campaign hashtag #নারীর প্রতি ভালোবাসা on women's day wish posts and different personal posts on facebook. The OVC generated massive talkability among the TG. Different renowned pages who appreciate outstanding campaigns shared the OVC and appreciated it. The campaign secured a spot in Markedium's Top 7 Women's day campaigns in 2020, and in Bangladesh Brand Forum's article "Brands for Change" that they published for women's day campaigns from around the world.



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PR

Freedom Sanitary Napkin Vending Machine Network

Agency: ACI Consumer Brands



SILVER



BACKGROUND: Motive behind Freedom sanitary napkin vending machine is to increase awareness and encourage open discussions regarding period besides ensuring women get easy access to sanitary pads when they are out of home.

OBJECTIVES: Ensuring easy availability and affordability of sanitary napkins for all women across Bangladesh. Raising public awareness on the importance of menstrual hygiene practices.

CORE IDEA: Many girls in our country do not have complete and accurate understanding of menstruation as a normal biological process. Access to menstrual hygiene products is not only directly related to a healthy reproductive system, but also it is considered a basic human need. Thus, the more affordable and accessible sanitary pads will be, the more it will benefit the next generation and the nation as a whole. Vending machine is by far the most convenient and most used medium for fast and easy distribution of any commodity across the globe. With an aim to educate women and provide access to basic menstrual hygiene, Freedom selected vending machine as its key strategic tool to distribute sanitary napkins across the country.

EXECUTION: The campaign was officially inaugurated by the Minister of Education of Bangladesh – Dr. Dipu Moni in

December 2019. Initially 10 vending machines were launched at once within the premises of University of Dhaka in collaboration with DUCSU. Gradually 25 more machines were setup in different educational institutions, garments factories, corporate houses and other institutions where female members are high in number. Another 1,000 machine units are in pipeline to be installed across the country by the end of 2021.

RESULT: More than 60 media platforms including all major TV channels, national and regional newspapers, radio stations, online news portals and other key media houses have featured the news of the initiative in both their online and offline platforms. On 5th January 2020, a month after the launch event, The Daily Star featured the initiative on its front page highlighting the long-term social benefits the campaign had potential to bring about for the mass women of Bangladesh. It was a never seen before public response for the brand Freedom as well in terms of virality and talkability. As of now, through this network of 35 vending machines, 5 lac women are getting easy access to sanitary napkins. By end of 2021, inclusion of another 1,000 machines in the network will ensure a total of 15 million women have access to sanitary pads throughout Bangladesh. This will not only ensure a hygienic menstrual health management of our women, but also empower them to contribute in the overall development of the society and Bangladesh as a whole.

PR

No Tax on Period

Agency: ACI Consumer Brands



SILVER



BACKGROUND: Till date sanitary napkin is considered a luxury item in many parts of Bangladesh. This is because majority of the pads available in the market are priced at Tk. 10-15/piece. This high price of sanitary napkins are attributable to the high taxes and duties imposed on import of raw materials and VAT on finished goods at retail stage.

OBJECTIVES: Pursuing the Government to exempt all kinds of taxes and duties including VAT on imported raw materials and finished goods of sanitary napkins. Building up a sector-wide collective advocacy for making menstrual hygiene products affordable and accessible to women and girls in rural and hard-to-reach regions of the country. Raising public awareness on the importance of menstrual hygiene practices.

CORE IDEA: Sanitary pads are not luxury products but essential. Period tax refers to the fact that sanitary products for women often have a certain proportion of tax attached to them which gradually mobilized advocacy against the tax worldwide. Inspired by this global movement, Team Freedom Sanitary Napkin along with local activists, NGOs and other humanitarian organizations in Bangladesh came together to advance the idea that the period tax was an unfair burden on women.

EXECUTION: Determined to continue the pursuit of bringing a policy-level change for exemption of all kinds of taxes and duties on sanitary napkins, Team Freedom incessantly resumed its efforts in last couple of years in different public media through talk shows, interviews, round table discussions, seminars,

webinars, symposiums and so on. Subsequently, the movement – ‘No Tax on Period’ gained momentum once again in no time. On World Menstrual Hygiene Day 2021, in collaboration with 6 top media houses and 3 most influential online news media of the country, Freedom Sanitary Napkin launched a week-long campaign to uphold this year’s slogan of Menstrual Hygiene Day – #ItsTimeForAction. Freedom partnered with Prothom Alo and The Daily Star and jointly launched two separate microsites for this campaign. Besides this, special news segments with branded news contents were aired throughout the day in 6 prime news channels focusing on the importance of ensuring affordability and accessibility of menstrual hygiene products. They also acted on making menstrual hygiene available and affordable to all by offering Freedom Sanitary Napkin at half price in selected ecommerce partners.

RESULT: Finally the Government decided to lift off all sorts of VAT including 15% retail VAT on sanitary napkins which has been proposed in the National Budget of 2021-22. This is a remarkable achievement for Freedom Sanitary Napkin as Freedom has relentlessly pushed forward this movement to liberate millions of financially underprivileged women of Bangladesh from period poverty. The campaign garnered mass attention and appreciation not only from the public but also from policy makers. Team Freedom participated in dialogues and discussions in different media platforms including major TV channels, national newspapers and key online news channels. Discussions and news related to the movement were shared by many in Facebook and other social media.

PR

BDT 100 Crore Donations

Agency: Asiatic Mindshare Ltd.



SILVER



BACKGROUND: Our life has been very much normal before 8th March when the first 3 COVID cases were announced by IEDCR. When the COVID cases were increasing gradually, govt announced lockdown from 26 March-30 May and during this period of time, fear for COVID started raising exponentially. At that Crucial Period, the Frontline Professionals like- doctors, nurse have who showed the actual heroism staying away from home for day after day, dedicating themselves for the benevolence of the patients, where except phone, they didn't have any other communication tools. Realizing these frontline professionals' struggle, Grameenphone, the largest Mobile Network Operator of Bangladesh stepped forward & announced. 5 New initiatives worth 100 Crore TK.

OBJECTIVES: At that time, it was very important for Grameenphone to Reach Mass Audience with 5 Initiatives of 100 crore donation within only few minutes.

CORE IDEA: In the crucial period of Covid 19 Grameenphone stepped forward & announced 5 New initiatives worth 100 Crore TK. At that time, they wanted to reach maximum number

of audience to convey their message during very short period of time. Being partner they had to carry their core 5 initiatives to big number of audiences.

EXECUTION: It was really very Challenging for Mindshare to take the responsibility & executed all those noble initiatives promptly in Television within 39 hours. During the COVID period TV Viewership Increased By 66%, and on the other side it also has 93% Media Reach. So on that particular period they targeted top 13 news programs to reach maximum number of target audience. However, during the early period those covid days, people from TV Media channels were very much challenged to execute operational live program through usine online media. Successfully they took the challenge, and executed Grameenphone's CEO announcement to the 13 channels within 39 hours just after getting the brief.

RESULT: Within the period of few minutes they reached approximately 50M audience by simulcasting in top 13 TV Channels of news programs. The whole PR coverage was arranged without any cost which Value Is Worth of BDT 2.5M.

PR

Happy 50 Bangladesh

Agency: Grey Advertising Bangladesh Ltd.



SILVER



BACKGROUND: This year marks the biggest celebration for Bangladesh as we complete our 50 years of Independence. But the youth of the country who make around 60% of total population seemed to be indifferent to it. Coca-Cola, the country's leading beverage brand who targets youth as their core TG took an initiative to resolve this.

OBJECTIVES: Build up the anticipation & excitement around the monumental occasion amongst youth Ignite the sense of pride & thus ensuring youth's ownership of the country Engage youth by channeling their inherent positivity and turn this occasion into a memorable celebration.

CORE IDEA: They took a deep dive into youth's life & found - youth are somewhat proud about the country's 50th birthday but they lack anticipation and excitement as they do not find themselves a part of the forthcoming celebration. However, when the world celebrates our achievements & milestones, youth tend to take great pride in sharing that and own the country's event. To ignite the pride & ownership of youth, Coca-Cola came up with a campaign "#Happy50Bangladesh"

where Coca-Cola brought the whole world in to join the celebration & uplifted the excitement of youth.

EXECUTION: Coca-Cola reached out to the people all over the world asking them to send best wishes to Bangladesh. Wishes started to flood in from every corner of the world. #Happy50Bangladesh took over the internet as people from 48 different countries sent their love. Even cricketer like Andrew Russel joined in. The global wishes caught like wildfire and ignited the spirit of Bangladeshi people along with social media influencers so strongly that they started wish Bangladesh by giving #Happy50Bangladesh. And finally, to get the youth really riled up, Coca-Cola released a grand song in collaboration with revered musician Arnob celebrating the golden jubilee. The song went viral right away with university clubs and popular bands on social media covering & sharing the song.

RESULT: The Campaign reached over 16M people. Garnered thousands of positive comments. Got 5.9K #Happy50 Bangladesh. Brand Love Increased significantly. Sales Increased.

PR

Modern Trade Innovation by Sepnil

Agency: Mediacom Limited



SILVER



BACKGROUND: Not just via digital; Sepnil has made innovation through modern trade also. Though the online shopping penetration was on rise during this pandemic still some of the consumers were not comfortable in order to do their weekly or monthly shopping through online rather than they stuck with traditional grocery shopping from super stores. Although preventive and precautionary measurements had been made by super stores but there were still some remaining risk factors. Sepnil came to rescue with the trolley roller as an innovation in order to minimize one of those risk factor.

OBJECTIVES: Coming up with innovation in every possible way to minimize consumer's risk factors & make them aware of the whole campaign idea of Sepnil which is, rather than being afraid of Corona Virus; take measurable 100% precautionary steps from your end as much possible. আতঙ্কিত না হয়ে, সচেতন হন।

CORE IDEA: Other than having all of physical products for consumers what other beneficiary innovation could have been

made so that Sepnil could come out as a brand for consumers only. Local super stores get flooded with people as daily utility or grocery shopping is a must no matter how penetrated e-shops have become so Sepnil came out with the idea of Trolley Roller because in super stores these are the most humanly touched carriages.

EXECUTION: A roller has been made with a press button & refill space. One needs to swipe it from left to right in order to clear the surface. The innovation got huge response from consumers, TV media. Then celebrities also started to share their fair share of contents regarding the innovation & their appreciation. Then came the traditional on line F-portals, groups etc with their evaluation. The organic penetration were tremendous. PR valuation measurements were all organic domination.

RESULT: 2M+ overall reach achieved from celebrity contents. 31+ non paid PR via Online news portals. 15 Video coverages from different news channels & their Youtube channels. 1.5 M+ Organic PR valuation from Facebook/Youtube & news portals.

PR

Pathao Joker Campaign

Agency: X



SILVER



BACKGROUND: Pathao Food was launched back in 2019. Pathao started the campaign to create positive brand image and create awareness about Pathao Food. To take a step ahead comparing to the existing competitors, they decided to grab the right moment at the right time.

OBJECTIVES: To build the brand affinity and create mass awareness about Pathao Food among right target audience.

CORE IDEA: By collaborating with Star Cineplex and the movie "Joker", they launched Pathao Joker Campaign which initially started with delivering food by people dressing up like Joker and lastly ended with proper UGC and execution while maintaining the hype.

EXECUTION: They started the campaign by posting several teasers to create the hype. Consumers who ordered food got chance to receive their order from Joker and get two free tickets from Star Cineplex for the movie Joker. They also introduced a digital contest. For effective PR activities, they collaborated with Maria Noor, Kaarina Kaiser, Shakib Chowdhury to endorse the campaign. They posted videos,

short clips and IG stories with hashtags and shared their excitement to spot the joker. Gradually Rafsan the Chotobhai, Toya, Tausif, Jovan and ICT Minister Zunaid Ahmed Palak joined in by sharing pictures. They published articles on 12 different digital media portals about the candid moments of Spot The Joker Campaign to aware people more about the activities. Next they reached to Radio Foorti for RJ endorsement. They engaged different communities with the help of their QMT team which helped us to reach to different TG and amplify the campaign.

RESULT: The campaign routed through total 8 leading web portals along with 4 printed newspapers which brought total PR value worth of 900,000 BDT. Also for the CMS push in social media audience's response was immense. The total digital activity went upto 470% in that certain period also the digital communication helps to increase the app installation by 40% where the food order increased by 25.7%. Thus for digital routing along with the perfect activation the Pathao Joker Campaign was successful to build hype among the right audience along with the positive brand value.

PR

Sprint Brand Reveal

Agency: Lie to Eye



BRONZE



BACKGROUND: In January 2020, APEX decided to relaunch SPRINT as the first activewear brand of Bangladesh. The core TG of SPRINT being Instagram users - 1.7 Million Gen-Z and Young Gen-Y interested in Fashion, Health and Fitness - They wanted to craft a unique pre-launch campaign to create the maximum hype.

OBJECTIVES: The objectives were to create hype among TG, introduce the new Sprint Logo and maximizing brand awareness in an effective approach. They wanted to make the hype campaign a buzz-in-town to gain the perfect momentum for full launch.

CORE IDEA: To reach the wide TG all at once, they wanted to take over the entire platform. And the best way to do that is by involving not 5, not 10 but all key influencers of Instagram at once for a PR campaign. With the logo revamp of the brand, they came up with a fingersign as brand element that portrays the new logo perfectly. They gathered 100 top influencers of Instagram and asked them all to post the sprint fingersign photo on their feed at the same time to create a roadblock of contents in Instagram and initiate the hype.

EXECUTION: On January 23rd, 9:00 PM, all 100 influencers posted their finger sign pictures with same caption and same Hashtag #IgniteYourSpark, with a CTA to lead audience to SPRINTs Instagram and Facebook profile. The influencers also

shared the photos in their stories. This event hacked the Instagram algorithm and made it trending on Instagram. It created a viral response and encouraged other people to participate in the campaign. Contents created by the new group of participants kept coming in over the week. They featured all the contents simultaneously on Sprint Active Instagram and Facebook page. The campaign was highlighted in social groups and digital news platforms as well. For the visitors in page, they created a unique 9 tile Grid of the Sprint logo. Each photo portrayed a different facet of the true essence of SPRINT - tough, adventurous, vivid, active, leisurely, fit, sporty, daring, recreational. All put together SPRINT Active logo.

RESULT: Hashtag #IgniteYourSpark became trending in Instagram and the explore feed transformed into an array of tiles with the SPRINT finger sign photos. Viral response of the campaign created a huge FOMO effect among others and they received requests from over 200 additional influencers/people to join the campaign. They received a total reach of 2.5 Million across platforms, 256,000 Total Engagement, 2,600 Instagram follower gain and 17,000 Facebook follower gain. BDT 100 crore sales was generated in 2020 following the relaunch campaign, even during pandemic, which was the highest ever for Apex's private label Sprint so far. The campaign had become iconic and some brands followed the same finger sign concept afterwards.



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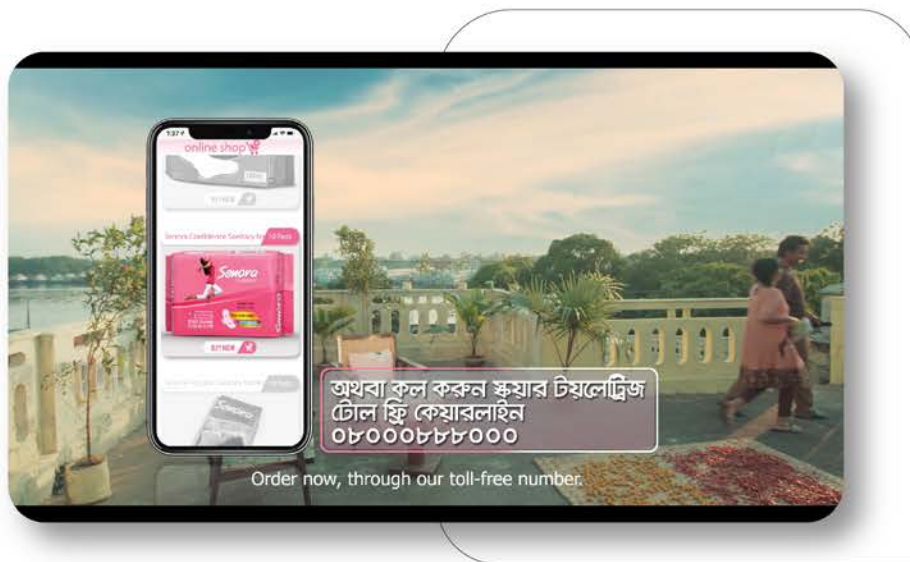
PR

Senora Bhai Bon

Agency: Mediacom Limited



BRONZE



BACKGROUND: Women in a male-dominated society like ours encounter many limitations every now and then, and buying sanitary napkins is one of those. They usually buy sanitary napkins from a male shopkeeper or through a male family member and in both cases there is hesitation. Covid 19 lockdown started from March 2020, worsened the problem. A huge number of physical store shoppers had to push themselves to turn their daily purchase behavior towards online purchases. Hence, Senora wanted to make male counterparts supportive about the period and come forward in times of her need.

OBJECTIVES: To let know the consumers that Senora is available in ecommerce sites and they can avail it easily just like any other goods.

CORE IDEA: The idea was to portray a story between a brother and a sister. The story would eventually portray the realization of the brother of his sister's problem and himself coming up with the solution to order a pack from online.

EXECUTION: An OVC was made with a very beautiful portrayal of the issue through interaction and conversation between a brother and sister. A brother was seen on the video initially

who is looking for his sister in rooms and finds her in roof top. In her first appearance she is worried with something and when the brother is trying to interact with her, she get agitated. With the flow of their conversation, it is seen that the sister is hiding something and do not think her brother will understand the issue if shared. However, later it came out that the brother understands and came up with the solution of purchasing sanitary napkin from ecommerce sites.

RESULT: At first, it received social media attacks as religious extremists, orthodox mindsets, feminazis started to co-relate the campaign with futile topics like sex, masturbation, moral obligations etc. Hate speeches, call to boycott Senora were on rise. But then again there was group who came forward against all odds and scrutinized taboos. Established bloggers, social platforms stated their vote for Senora & raised their voice against all the typical mindsets.

Total Reach OVC – 12,493,812 in facebook which was the highest reach in the history of Senora. 238k+ engagements were generated. 70% online sales increased during the lockdown period of March, April and May. 28K organic page likes added during the campaign period. The campaign was a huge success that they drove the content on traditional media. Till now 1.3 million in PR and counting.

PR

Safolle Sonirvor BD

Agency: O&Z Solutions



BRONZE



BACKGROUND: Farmer's contribution to the socio-economic development of a country is infinite. To give recognition to these real heroes, PRAN Dairy organized the "Safolle Sonirvor Bangladesh" campaign. Through this campaign, PRAN Dairy engaged the youth and spread knowledge about the source of natural nutrition among all levels of people.

OBJECTIVES: The objective of the campaign was to aware people about farmer's contributions and sources of proper milk, creating a socio-economic development of society by educating young farmers highly emphasizing PR promotion cause it is one of the best ways to connect with mass people.

CORE IDEA: The uniqueness of this campaign was to recognize the farmer's contribution and spread their success stories to society. Also, PRAN Dairy works to increase brand value and hope that it will grab more market share in the milk industry.

EXECUTION: At first, they released PR on different online News Portals. Then arranged a TV talk show on channel24 and Dipto Krishi program on Dipto TV and published this content on their respective Facebook and YouTube platform. After that, they arranged a Facebook live training session for

Farmer which published on the PRAN Dairy Facebook page and also to educate farmers published agricultural tutorials on their YouTube platform. Introduced the "Safolle Sonirvor Bangladesh" campaign by releasing 1 promo and 3 drama on PRAN Dairy Facebook page and YouTube channel. Through their Facebook platform, shared bites (Management body, faculty of Agricultural University Teacher) to support the campaign. Acknowledged the best farmer through the campaign and published the winner story on PRAN Dairy Facebook and national newspapers. To support the campaign agriculture minister & other well-known persons were present in winner ceremony season.

RESULT: Through PR reached 3+ million people. Online Offline news portals, TV media covered this campaign related news. PRAN Dairy has 12000 contractual farmer who regularly provides milk two times in a day. But after the campaign, around 20000 farmers showed interest to take PRAN dairy contractual farmer membership cards and succeeded to grab attention of young farmers. They also received queries on the social platform to open PRAN Dairy HUB all over the country. Through the campaign, consumers got a chance to know the real source of natural nutrition and were willing to accept milk in the regular food menu.

PR

Boldly Beautiful

Agency: X



BRONZE



BACKGROUND: Lux has been in Bangladesh for 50 years, making enhancing beauty through superstars its brand proposition. Lately, Lux's target group has not felt connected with the brand due to new beauty standards. It was challenging to make the audience feel connected with a new brand proposition syncing with modern thoughts and beauty concepts.

OBJECTIVES: The main objective was to keep the conversation alive among the audience that embodies the Lux personality –glamorous, inspirational, and spirited. To stay relevant Lux wanted to establish a two-way communication platform where Millennials and Gen Z can talk about their obstacles and Lux can stay by their side as a friend in their journey of life.

CORE IDEA: Since Lux's target audience is mainly the Generation Z and Millennials female group who are mostly influenced by the social media influencers and their lifestyle. The young generation people mostly use the platform of Instagram and Facebook and from this media they follow different types of beauty bloggers, Instagram influencers and models. There are also varieties of female groups where the admins have millions of followers. Keeping the insight in mind, they wanted to convey the message of Boldly Beautiful to those millions of people. For this they invited all of the popular Instagram influencers, models, celebrities and different Facebook group admins to come to the launching event of Boldly Beautiful so that they can spread the

awareness about this new concept of Lux and the event show, inspire others to be unapologetic for being beautiful and not be bother in any beauty judgments and move forward in life to achieve success.

EXECUTION: Keeping in mind the International Women's Day. They launched the Boldly Beautiful event on 7th March, 2020 where all the influential women of Bangladesh were invited and expressed their point of view regarding beauty judgments. They featured the Boldly Beautiful launching event using Instagram story feed to capture the moment of celebrities and influencers of the event. They invited more than 100+ influential women and most of them shared more than 20+ stories on their Instagram profile capturing event moments, letters, beauty judgments they faced without remuneration because they were pleased to get such heart touching letter from Lux. This made a huge impact on leveraging the overall campaign communication, as each of the influencers has more than thousands of followers. This was the biggest support from the KOL of Bangladesh to spread the message of rising above all the beauty judgments to every possible woman out there who uses Social Media platforms like Instagram.

RESULT: Throughout the Boldly beautiful campaign the followers of Instagram page increased by 3,000 within a few days organically and free PR worth 10000 USD from the launching event which helped to get a huge mileage for the campaign on the Instagram platform.

Print

Meril Lip Balm Repairs

Agency: Mediacom Limited



BRONZE



BACKGROUND: We have seen that people do not understand the difference between Lip Balm and Lip Gel. The balm is for repairing damaged lips and Gel will keep it moisturized, but we saw many people buy and complain about Lip gel that is not repairing the damage. People expect both lip gel and lip balm to work the same way.

OBJECTIVES: To reinforce the fact that Meril lip balm is the one which can repair cracked lips.

CORE IDEA: The core idea of the communication was to portray the product's functional delivery which is damage repair in a very upfront way.

EXECUTION: Two separate prints were published for strawberry and lemon flavor balm and it shows Meril lip balm repairing cracked lips.

RESULT: As soon as the communication was published in the newspaper, there was a sudden rise in sales.

Print

Senora Intl. Womens Day 2020 Those Words

Agency: Mediacom Limited



BRONZE



BACKGROUND: Theme for International Women's Day 2020 was #EachforEqual that states that each of us can help create a gender equal world. Senora being a women-only brand came forward to spread the message of equality once again. While gender related inequality is found everywhere it is particularly prominent in issues like menstruation or period. Period often comes with mental and physical pain for woman. Since period itself is a gender biased phenomenon as nature intended, men just find one more excuse to not be a part of it. Men's usual ignorance about period stems from their lack of awareness. As a result their attitude towards women going through period is often offensive and an obstacle for achieving gender equality.

OBJECTIVES: To speak out loud about the discrimination that is faced by women each time they are going through those days of the month.

CORE IDEA: The idea was to aware male counterparts that their ignorance or attitude can make it harder for women to cope in times of period. Hence, a series of posts were made.

EXECUTION: The visuals were created using typography where his words were typographic which was turned into weapon that hurts a woman's feelings. These posts were made to remind men that period hurts but ignorance hurts more.

RESULT: Amongst all the brands that raised voiced on this year's International Women's Day, Senora was one of the most impactful. Total Reach – 2.5 Million+, Total Engagement – 200k+, Total Interaction – 100k+.

Radio

Detos – Dom Rakho Live e

Agency: Asiatic Mindshare Ltd.



SILVER



BACKGROUND: Radio had a competitive advantage as an audio-based format because of the advancement of video conferencing technology and well, it was better than going outside during the pandemic to shoot something.

OBJECTIVES: Using that timely advantage, they wanted to showcase a bunch of high-Profile celebrities on the radio like Habib Wahid, Fuad Al Muqtadir and Singer Producer from UK Master D in show where they meet the new generation of musicians.

CORE IDEA: Thus, the concept of “Dom Rakho Live-a” was born a radio Show that brought seasoned music pros and young hip-hop stars together. One of the Judges of their reality show Detos Rapstar, Black Zang who is a respected artist in the rap community hosted the show.

EXECUTION: They sent invites to local and Global celebrities to join and talk about hip-hop and music, and they answered. Which all came together into a O2O campaign that ranged from radio show, to podcast, to an online challenge that brought the hip-hop community together. They made a jingle in association with Black Zang, and circulated a teaser online and offline. They Launched the program with none other than

legendary Fuad Al Muqtadir and their winner from their reality show, Wasi (Ainstanza).

RESULT: While the show was on air, they put out a #passthetic challenge on Facebook to keep the trend for HipHop going for creating a buzz during the show. In the lockdown people didn't have much to do, and there were not many new contents available. They used the situation properly to create engagement and excitement. Among their guests they had Fuad Al Muqtadir, Habib Wahid, Pritom Hasan, Master D and Kazi from Stoic bliss; along with notable names from Detos Rapstar attendees. A day after the show aired, they uploaded it as a podcast from the Page of Detos, where fans reacted and engaged with the content enthusiastically. They had an average video view of 90k per episodes online, with recurring viewers and engagements. At that time, it not only entertained the people, it also managed to further cater to the talents they found in the industry earlier. Performers like Tuku, GR Tonmoy had a direct shot to stardom after being found, and they brought them back for a follow up. At the end of the day, they successfully used Radio and Digital to create a great mixed media radio content that took the show to the next level and engaged a wide array of audience within it.

Radio

5 Crore Celebration Campaign (5 FM Connecting Show)

Agency: Wavemaker Bangladesh



BRONZE



BACKGROUND: Robi reached its 5 crore customer landmarks in Oct 2020. A big achievement in its journey, supported by customers' trust and love to the brand. Wavemaker Bangladesh was asked to make this news bigger in media with innovative content, making the occasion a country wide grand celebration by activating different channels & partners.

OBJECTIVES: Create awareness & generate talkability of the 5 crore milestone achievement by engaging customers, stakeholders & employees.

CORE IDEA: They wanted to show the people about this tremendous journey of Robi from the inception in an innovative way. Celebrating in an inspiring tone, realizing the COVID-19 scenario in BD, yet focusing on positivity and growth. They have utilized the online platform and the campaign also aired in offline of FM stations and made a combined show where 5 different inspiring stories were told by the RJs.

EXECUTION: Combining these 5 stations and making it a one show was a big challenge. Without direct interaction, this show's modality and flow were formed through online. 5 station's production heads came together and made a single show with 5 different inspiring stories. Naming the program as "Robi Notun Ashar Golpo". 5 posts in 5 different station's FB pages prior to one day. These stories were told by 5 station's RJs. This was aired directly from the 5 station's FB Pages as live and aired offline at 5 PM. The TVC was added prior to and in the midst of the program. Ended the segment with the song of Shunno "shoto asha".

RESULT: This was the 1st Time ever when 5 stations came together and made 1 single program. 8K+ Views through Facebook Live.



ALESHA HOLDINGS LTD™

People We Care

Alesha Holdings is a group of companies and industries that has an emerging business heritage, a sparkling present and a glittering future. "Alesha" was established in the year 2018 by an experienced, industrious and challenge-seeking leader. Since its inception its perspective has been very clear "Satisfying consumers by providing the best possible goods & services, pursuing appropriate business ethics and ambitions to reach the top". We are mostly focusing and valuing in "Go Green Think Green" concept.



Alesha Mart is the first modern technology e-commerce site committed to delivering the products within the specified time while maintaining the quality of the products to meet the needs of the buyers.



A fully secure ride-sharing app service where we have installed IP camera, IP sound tracker with security control service. We aim to provide the safest and smoothest transportation service for our customers.



Alesha Developments is working with skilled architects and adhering to international quality design to ensure a modern, comfortable and quality life. We are committed to ensuring comfortable housing in a country with a large population through modern urban planning.



Alesha Tech Limited offers highly optimized solutions and services across a wide range of industry domains. We have the right expertise to help you with all your technology needs and unique IT requirements.



Alesha Engineering and Services Limited is working to provide engineering and technical services to customers with innovative, affordable, eco-friendly and in a professional manner.



Based on its strong relationship with suppliers and freight forwarders, Alesha Export & Import Ltd. will import the products of the buyers' choice and deliver them to their doorstep. At the same, it wants to play a role in the economic development of the country by exporting Bangladeshi products all over the world.



Alesha Solutions Ltd. is providing the overall IT solutions in time with adequate responsibility customizing software, mobile applications for both android and iOS platforms. We are already a leading company in the technology industry of Bangladesh. The company has already gained national and international reputation for its world-class technology and effective and timely service of the employer.



Alesha Steels Limited is working to provide engineering and wants to be a reliable partner in the developmental journey of Bangladesh. We built standard and technologically advanced factories to ensure the best quality steel production.



Alesha Pharmacy Limited is one of Bangladesh's most trusted online pharmacies & medical stores offering pharmaceutical and healthcare products. With the promise of delivering medicine 24/7 across 64 districts of Bangladesh soon.



Alesha Agro Ltd. is ensuring a secure food supply to all the country's people also ensuring the dignity of the country by exporting. We want to introduce the best technology and availability around the country with trained and efficient operations.



Alesha Leather is working to bring up the raw materials for producing PU and PVC leather sheets. Our goal is to strengthen Bangladesh's leather industry reputation in the world market.



Alesha Polymer Limited is our new initiative with an emphasis on balancing science, technology, environment and the usefulness of human practice.



Leather bags produced by an eco-friendly factory built on 271 decimal land in Gazipur are being exported to Europe and America. The current annual production is 3 million units which will increase further in the coming years.



Alesha Food and Beverages Limited wants to create a place to celebrate the special moments of the consumer with the best food, quality service and pleasant atmosphere. We also want to introduce you to the best restaurant chains in the world.



Our life is full of facilities and opportunities to meet our needs, wants and demands. We started our journey to redefine privilege for cardholders and partners involved. We are Bangladesh's fastest-growing loyalty platform providing smart discounts and offers for Alesha Card holders.



Radio

Aafi Mango World Cup Qawali 2019

Agency: Adcomm Ltd.



BRONZE



BACKGROUND: Aafi mango fruit drink is a mango flavored drink made with the replenishing flavor of mangoes. In 2019, Aafi Mango Fruit Drink launched the music video “Aafi Worldcup Qawali” during the ICC Cricket World Cup. Aafi mango wanted to continue to spellbound consumers with their quirky approach to sports like Aafi Mango football qawali.

OBJECTIVES: Connecting to the TG and creating brand resonance. Generating talkability about the campaign. Intercepting the hype of ICC World Cup and cashing in with it.

CORE IDEA: The idea was to blend the World Cup Cricket phenomena and reach out to a higher number of consumers. To blend and reach the consumers more efficiently, a fun Qawali music video was introduced, this also helped in increasing the brand visibility. The strategy for the campaign was to get consumers attention from the quirky yet fun video. This predictively result in massive interaction between the consumers and the brand.

EXECUTION: A music video was produced with the dynamic duo, Shamim Sarkar and Tamim Mridha who are quite popular in the country for interesting content. The stars lend their vocals for the song. Every person likes to laugh and have a good time, thus the stars portrayed a comical role throughout the video with pure entertainment. The campaign was digitally based, branding was done as well through various digital banners and posts. This quirky and fun outtake of the brand attracted a lot of attention from its targeted TG.

RESULT: The content has been viewed 200 k times on Facebook, over 3.5 k comments, and was shared 38 k times. The campaign reached approximately 5.2 million people on Facebook via Aafi Mango's page and other individual shares as well as shares in different groups. The content generated massive talkability among the TG.

Rural Marketing

Joyjatra

Agency: Adcomm Limited & Mindshare



GOLD



গ্রামীণ নারী উদ্যোক্তাদের নিয়ে মেলা

জামালপুরের শরিষাবারী উপজেলায় 'হুইল জয়যাত্রা' প্রচারণার উদ্দেশ্যে গত ২৪ থেকে ২৬ অক্টোবর নারী উদ্যোক্তাদের নিয়ে মেলায় আয়োজন করে ইউনিফিল্ডার। এই মেলায় অংশ নেন ৫০ জনের বেশি গ্রামীণ নারী উদ্যোক্তা। পাঁচ হাজারের বেশি ভোক্তা ও দর্শক আসেন মেলায়। মেলায় অংশ নেওয়া নারীদের মধ্যে রপম, দ্বিতীয় ও তৃতীয় পুরস্কার পান বাবলী আক্তার, মনিরা পারভীন ও পেয়ারা পারভীন। হুইলের পক্ষ থেকে তাঁদের ব্যবসার বিনিয়োগ করার জন্য যথাক্রমে ৫০ হাজার, ৩০ হাজার ও ২০ হাজার টাকা দেওয়া হয়। এ ছাড়া অংশ নেওয়া সব নারী উদ্যোক্তার প্রতিজ্ঞা পান চার হাজার করে টাকা। সামাজিক প্রতিবেদকতার জন্য নারীরা দিচ্ছিলেন ব্যয়বহন। এ ব্যাপারে জনমনে সচেতনতা সৃষ্টিতে 'জয়যাত্রা' নামের এই প্রচারণা শুরু করেছে হুইল। ভবিষ্যতে এমন আরও মেলায় আয়োজন করা হবে।

BACKGROUND: In Bangladesh, for ages women are kept behind the walls and not allowed to contribute to household income as well as in the country's economy. Society's mindset forbids them to leave home. So, Wheel has initiated the purpose campaign "Wheel Joyjatra" to promote SDG 5 goal of gender equality.

OBJECTIVES: To design a rural-based campaign plan, to raise awareness about the importance of women's contribution to the economy and change mindset through a platform to land Wheel's purpose of 'evoke freshness in thinking and attire'. And, to increase the positive bond with the brand bringing purpose on pack through rural marketing.

CORE IDEA: Through the social initiative "Wheel Joyjatra", they want to empower women in the remotest villages of the country and to provide them with a sustainable platform; where they can showcase, trade their crafts, and earn extra income for the family. In this journey of thinking fresh and bringing change in mindset, they want to include men too-so they encourage their women to join the income generation force of the family to contribute to the country's economy. So they planned to arrange a 3-day long carnival. The top 3 sellers from the carnival will get capital investment from Wheel to start their own ventures.

EXECUTION: The initial journey of this campaign began in

Shorishabari, a village in Jamalpur where a 3-day long carnival was arranged. Wheel has raised awareness about the initiative in the village through regional front-page ads, courtyard meetings for women, marketplace meetings for men along with miking, drama, commercial, posturing on wall, vehicles, welcome gate branding, etc. In 'Wheel Joyjatra' Carnival women from the village set up stalls, sold handmade products (potteries, homemade handicrafts, fresh produce, sweetmeats, pickles, etc), and earned money. For entertainment, there were many rides, art competitions, raffle draws, cultural shows, and prize-giving ceremonies to hook people. The top 3 sellers from the carnival got capital worth 1 Lac as investment from Wheel to start their own ventures. Also, 3 best couples were selected, whose photos got featured on the back of Wheel packs to encourage the others to venture to join this wheel of progress and empowerment.

RESULT: Wheel Joyjatra's awareness phase touchpoints covered 8,954, entrepreneurs who participated in the fair (Stall) were 53, visitors were 6300, products sold worth 119,950 Taka, and reward for Top 3 entrepreneurs was worth 1Lac taka. The fair has been covered in over 8 publications and 6 channels. A post video was further promoted through a partnership with Prothom Alo and Rtv. A reach of 5.4 million in Prothom Alo and 6 million in RTV. Stitched Ad in Drama both on FB and YT to gain additional reach. Wheel Joyjatra limited edition packs sold 11million copies during July-August'20.

Rural Marketing
Savlon Mobile Hospital
Agency: ACI Consumer Brands



SILVER



BACKGROUND: There are many villages in Bangladesh where people have limited access to primary health care services. Without access to medical care, minor issues can develop into more significant problems with implications. Moreover, due to the COVID-19 pandemic, getting medical services in hospitals has become more challenging to the rural population.

OBJECTIVES: To make primary health care services accessible & implement a community-based response to the COVID-19 pandemic for the underprivileged people in rural Bangladesh with a purpose-driven marketing campaign.

CORE IDEA: The purpose of the brand is to build a healthy Bangladesh with the brand essence of ensuring healthy life through expert care. Since most people associate the brand with doctor & consider it as part of first aid during any medical emergency, the idea was to create a brand touchpoint for the underprivileged people in rural Bangladesh where they can get free primary health care services along with counseling related to Covid-19. Savlon wanted to reach the target group at a community level and respond quickly in time of need.

EXECUTION: To holistically put things into action, a mobile hospital was set up in a truck to reach & serve the remote areas where health care is barely available. Savlon also used a boat to set up the mobile hospital to serve the flood-affected areas. This hospital was well-equipped with a bed, relevant medical instruments, medicines, hygiene products, and a team consisting of 2 certified doctors, 2 trained nurses & 3 volunteers. The patients received free medical consultations with free medicines. The brand also distributed free hygiene products like Soap to the patients & his/her family members. Adequate miking in the local mosques, wet markets & scrolling messages on local cable operators' TV channels was done to notify people regarding the Health Campaign. A handwashing corner was facilitated where the visitors could wash their hands with water & Soap.

RESULT: Covering 502 villages in 11 Upazillas of 8 Districts across 5 divisions of the country, the brand reached more than 1 million people where Savlon Mobile Hospital directly served 23,184 underprivileged families in rural Bangladesh.

BRONZE



BACKGROUND: Atec Biodigesters create renewable energy from the waste of cow which helps generate biogas for cooking for the full family of 4. its an Australian technology which helps reducing carbon gas in the environment. Bangladesh has a huge market in rural areas where cows have been used for multiple purposes like farming and others. Households with two cows can setup this technology and get the renewable energy.

OBJECTIVES: Establish ATEC Biodigester as the environmental friendly solution for healthy cooking and helps decreasing carbon emission.

CORE IDEA: Establish the brand to the end users as it is a new technology and a new brand which is yet to be launched. Communicate the benefits and advantages which helps

households with a better cooking and healthy cooking solution.

EXECUTION: Came up with a name (shobuj shokti) and logo which is easily identifiable by the end users who are basically the residents of rural areas. various campaign components, both online and offline were designed to let the audience know about the benefits of ATEC Biodigester. A plethora of social media contents, and offline communication modules were created to let the farmers know how ATEC Biodigester would be a more cost-effective, sustainable solution for them.

RESULT: During the campaign period total number of sales: 122 biodigester systems (remains same).
Total number of audience reached, engaged and converted:
Reach: 408,713; Engagement: 93404.

Rural Marketing Anti-OFC

Agency: Adcomm Ltd. & High Voltage



BRONZE



BACKGROUND: The cosmetic market is full of non-branded and non-certified skin brightening creams containing harmful ingredients like hydroquinone and mercury. These are addressed as the Other Fairness Cream. These creams, promising fairness overnight are popular among fairness-seeking consumers but are harmful for the skin. So, Glow&Lovely is taking this initiative to aware and alert the consumers.

OBJECTIVES: Glow&Lovely wanted to inform people that using herbal/foreign creams that promise instant fairness overnight is extremely harmful to the skin because of the harmful ingredients. Using it can cause severe and permanent skin damage in the long run. Through this campaign the brand also wanted the government to take legal actions.

CORE IDEA: The premise behind the idea was to generate awareness in rural areas, achieve positive customer reactions. Glow&Lovely endorsed actress Porimoni to communicate through outdoor activations, branding, and telecasting the AV and micing the announcement; telling these creams may promise instant fairness but are harmful to the skin. They wanted to inform people in rural areas who easily get convinced to buy these creams. Glow&Lovely communicated the message 'Jeno Teno Cream Noy, Tokk'er Bhojaboho Khoti Hoy' this message was conveyed in a fearful and alarming manner, the brand used the images of these harmful creams and put a big 'NO' sign beside them so that the rural people ignore them.

EXECUTION: Focusing on the harmful effects of using these creams the brand wanted to create fear among people in rural areas so that they stop buying or using these creams. In this process, they made an AV and press ad using Actress Porimoni. A micing announcement/RDC (drama) was also made for rural and semi-urban people. The communication focused on the existence of harmful ingredients like Mercury and Hydroquinone in these creams that offer instant fairness benefits- and how its usage can cause severe and permanent skin damage. The strategy was to communicate in rural areas in every possible way. The communications were branded as well as non-branded. Touchpoints including press, digital, trade -shopping malls, Cinema Halls, Garments, Colleges, Haat Bazaars/Melas through Outdoor Branding [Billboards/Shopboards, etc.], Rickshaw/Nasimon/Ferry Branding, Micing during evenings/weekends [using local vernacular]. So, it used different segments and assets of communication to create buzz to stop using those harmful creams in rural areas.

RESULT: This campaign was really impactful in terms of number and efficacy. Glow & Lovely tried to reach in every possible way to communicate with their target audience. Through branding, they reach 134k spots. Through micing, they reach 508k spots, and through outbound calls, they reach 1.6 billion people; thus successfully generating social awareness in rural areas, achieving positive customer reactions, getting the Government to ban such cream, and revamping the brand's position in the rural markets.



T.K. GROUP



superboard.com.bd



superboardbd

দক্ষতাকে সাধী করে, সুবিশাল প্রতিমদে
দাঁড় স্বত্যয়ে নতুন আঙ্গিকে
যে নাম্ব বয়ে যাঐ ...

SUPER S

BOARD



SUPER BOARD

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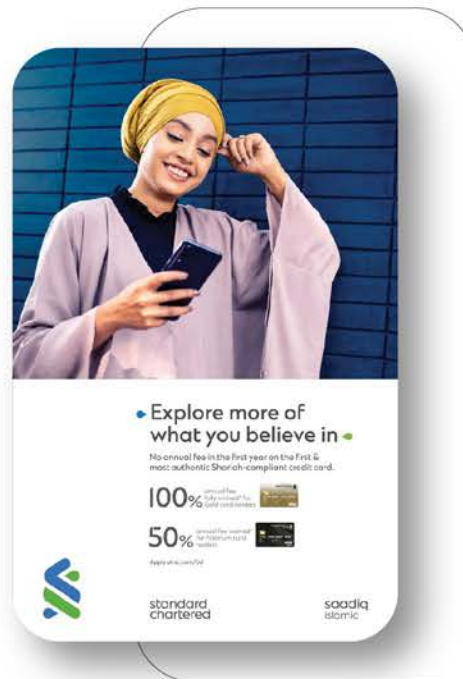
Small Budget Media Campaign

Bank with Belief – Saadiq

Agency: TBWA\Benchmark



SILVER



BACKGROUND: Standard Chartered, the leading international bank in Bangladesh, wanted to relaunch of Saadiq, its Islamic Banking business. Saadiq offers Shariah compliant end to end Islamic banking including credit card, deposit, auto and mortgage. The challenge was, how to position it beyond the clutter, how to differentiate Saadiq from its conventional banking offerings and how to communicate the proof points.

OBJECTIVES: To commensurate with the unique nature of banking, they wanted to have a special idea. Their aim was to re-launch Standard Chartered Saadiq and get fresh and credible attention from the audience.

CORE IDEA: They looked at conventional stereotypes first: believers are boring. They did not want to be mainstream. They challenged this stereotype. They feel believers are interesting and that believers have a curious mind. They have an open mind and they are progressive in nature. That's how 'Bank with believe' was born as an inclusive and open idea. To bring authenticity on board, they have featured a few real-life practitioners as the face of their campaign. None of them are models but are successful in careers and progressive in thinking. Brand gets the right positioning with the right association.

EXECUTION: Parsa, a value-based life follower and an executive of a multinational company is featured as the key talent of the campaign. Tazkia, a 5th grade medical student at a women's medical college, Tasnuva, leading business development at an LPG marketing company and Sumaiya, a creative director at an audio-visual company are also featured. They are different in many ways. But they have one thing in common. They live a value-based progressive life. After launching the brand thematic, they have launched a credit card promotion and Sadaqah, a Savings Account that enables clients to seamlessly donate their profit to the charity of their choice, to create a relevance of the true spirit of Islamic Banking and to fulfill customers' philanthropic need. The campaign was on social channels, online and digital platforms. Got 1.21 million impressions from news portals alone.

RESULT: 24% growth in monthly credit card on Q2 2021 compared to Q1. 8-10% expected growth in deposit compared to 2020. 10% yoy growth in believing that bank understands customers' individual needs. A significant increase in level of interest for the brand and its offerings.

Small Budget Media Campaign
May our Love for Nature be pure
Agency: ACI Formulations Limited



BRONZE



BACKGROUND: Every year during the mustard or sunflower season, hundreds of visitors rush to enjoy the scenic beauty of flower gardens. However, while doing so they cause damage to the crops heavily by trampling them. They tried to make people aware of this social issue by portraying the farmer's pain and delivering empathy towards the customers.

OBJECTIVES: Their objective was to educate people on this social cause and give them an emotional shock so that they never cause damage to the farmers field while visiting.

CORE IDEA: Farmers are working day and night to produce their crops/flowers, and these are the means for their livelihood. By trampling the crops while doing a mere photo shoot, they are trampling the farmers' hope, their source of two meals a day. As farmers being their customers, they wanted to be on their side by showing empathy towards them. Their strategy was to take the leverage of this time

demanding issue and talking on behalf of the farmers to create an emotional brand attachment with them.

EXECUTION: They wanted to make a subtle communication that can touch the heart of the audiences. They planned to keep some real shots on the field, though there were a few stooges in close shots but the longshots are all real people and they blurred their faces in actual video. All the farmers' faces they have shown are real farmers who were instantly managed on the day of shoot.

RESULT: The video got over 2.4 Mio reach, shared 3.3k times and got over 54k engagement from a single platform. It was also uploaded from different pages and got a good amount of views and shares as well which they couldn't really measure accurately. This video, despite its small budget, successfully managed to convey the message through an emotional experience.

Small Budget Media Campaign

Narir Proti Bhalo Vasha

Agency: Adcomm Limited & OnZ Solutions



BRONZE



BACKGROUND: Atom gum, occupies remarkable market share in urban, semi-urban and rural areas. It is a youth-centric brand with a tagline that strategically equips it with an outspoken voice. On International Women's Day, a facebook campaign was designed against the verbal abuse women face every day to reach its intended TG.

OBJECTIVES: Connecting to the TG and creating brand resonance: 1. Generate talkability about the issue. 2. Provoke thought about the issue. 3. Holding a mirror to society about the extent and impact of verbal abuse towards women.

CORE IDEA: The core idea was to show the world how we dehumanize and objectify women. Since Atom's tagline is "Atom Khaw, Mukh Chalaw, Awaz Baraw", the campaign showed both the damage words can cause, and the strength words possess. The strategy for the "Narir Proti Bhalo Vasha" campaign was to share real stories of different women from 4 separate social classes, profession and age to show the audience how women feel and urge them to change. This resulted in people campaigning for stopping the use of offensive language against women in the comments section and huge social media uproar.

EXECUTION: The target was to connect with the generation who spends most of their time on facebook. They created an OVC portraying the verbal harassment faced by 4 different

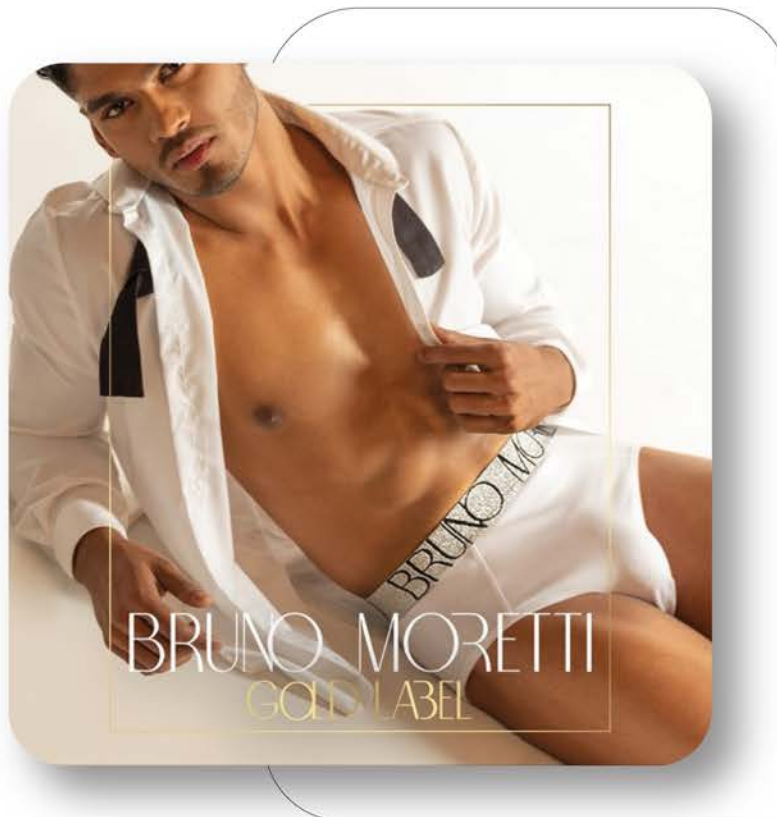
women and a series of posts in off-beat fashion explaining why people shouldn't use certain words in reference to women. Atom's tone of voice is outspoken and advocating. The story of the video urges the viewer to speak up and advocate for the social disease that is the objectification, mental and verbal abuse of women. The subjects in the advertisement went off-script and broke down crying, which started out as a challenge but ultimately added to the honesty and allure of the content, campaign and product. This strong sense of morality and righteousness was tied in with Atom's awaj barao attempt and boosted with the emotional appeal of the content.

RESULT: The OVC was viewed more than 6.5 million times on Facebook along with 9.6 million reach, over 11 thousand comments, and over 22 thousand shares which is tremendous for any campaign in the timeline. The campaign reached approximately 15 million people on facebook via Atom Gum's page and other individual shares as well as shares in different groups. People used the campaign hashtag #নারীর প্রতি ভালো বাস on women's day wish posts and different personal posts on facebook. The OVC generated massive talkability among the TG. Different renowned pages who appreciate outstanding campaigns shared the OVC and appreciated it. The campaign secured a spot in Markedium's Top 7 Women's day campaigns in 2020, and in Bangladesh Brand Forum's article "Brands for Change" that they published for women's day campaigns from around the world.

Small Budget Media Campaign
Bruno Moretti Launch Campaign
Agency: Adcomm Ltd. & Madmen Digital



BRONZE



BACKGROUND: Bruno Moretti is probably Bangladesh's first brand of innerwear and sportswear. And it was time for the nation to meet this brand for the very first time.

OBJECTIVES: The objective was to launch the brand Bruno Moretti with a very limited budget but with the polish and glamour quotient that can rival any international brand of innerwear, showcasing Bangladeshi models in innerwear probably for the first time too.

CORE IDEA: The core idea was to create a buzz amongst the target audience with something they have never seen done in Bangladesh, local male models in underwear showcasing the designs while delivering the message of style and comfort.

EXECUTION: Due to the extremely limited budget for the

production during a pandemic, Adcomm needed to design a campaign low on cost but high on impact. Despite limited budget, all visuals (video and stills), packaging, marketing, language needed to be posh, classy, and in no way obscene, while showcasing male model in underwear. Bruno Moretti wanted to look and feel good enough to rival any ad international brand of underwear advertisements.

RESULT: The ad and the product have been applauded by the market. Since its launch in April 2021, the ad has garnered 557,800 views, reached 1.3 million people, 2300 engagement with a view count of total 132.2k minutes. With a budget of 275k tk (Production Budget 200k, Media Budget 75k), Bruno Moretti surpassed its' KIP with 1.5 million tk in sales. Also the brand did not get any lawsuit for obscenity, and that's quite a success in itself.

Small Budget Media Campaign

Modern Trade Innovation by Sepnil

Agency: Mediacom Limited



BRONZE



BACKGROUND: Not just via digital; Sepnil has made innovation through modern trade also. Though the online shopping penetration was on rise during this pandemic still some of the consumers were not comfortable in order to do their weekly or monthly shopping through online rather than they stuck with traditional grocery shopping from super stores. Although preventive and precautionary measurements had been made by super stores but there were still some remaining risk factors. Sepnil came to rescue with the trolley roller as an innovation in order to minimize one of those risk factor.

OBJECTIVES: Coming up with innovation in every possible way to minimize consumer's risk factors & make them aware of the whole campaign idea of Sepnil which was, rather than being afraid of Corona Virus; take measurable 100% precautionary steps from your end as much possible. **আতঙ্কিত না হয়ে, সচেতন হন।**

CORE IDEA: Other than having all of physical products for consumers what other beneficiary innovation could have been made so that Sepnil could come out as a brand for consumers

only. Local super stores get flooded with people as daily utility or grocery shopping is a must no matter how penetrated e-shops have become so Sepnil came out with the idea of Trolley Roller because in super stores these are the most humanly touched carriages.

EXECUTION: A roller has been made with a press button & refill space. One needs to swipe it from left to right in order to clear the surface. The innovation got huge response from consumers, TV media. Then celebrities also started to share their fare share of contents regarding the innovation & their appreciation. Then came the traditional on line F-portals, groups etc with their evaluation. The organic penetration were tremendous. PR valuation measurements were all organic domination.

RESULT: 2M+ overall reach achieved from celebrity contents. 31+ non paid PR via Online news portals. 15 Video coverages from different news channels & their Youtube channels. 1.5 M+ Organic PR valuation from Facebook/Youtube & news portals.

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ALMONDS**
Xtremes


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Get the heat and flavor you
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Social Campaign

No More Nongra Toilet

Agency: Lead Agency FCB Bitopi

Supporting agency: Analyzen Bangladesh
and Asiatic Mindshare Limited



GRAND PRIX



BACKGROUND: Domex, the world-renowned toilet cleaner brand wanted to enter Bangladesh, long dominated by industry giant Harpic. Instead of fighting competition through typical campaigns, Domex went by their brand purpose - "win the war on poor sanitation" in a critically overlooked battleground - appalling unsanitary environment in school toilets.

OBJECTIVES: The objective was to make parents & larger socially conscious audiences aware of the repercussions of unsanitary toilet conditions in schools, and ultimately get them to raise their voice in support of the war waged by Domex.

CORE IDEA: Parents always want the best for their children; but their research showed that parents don't consider toilets when choosing schools. Asking them revealed that they considered it a taboo or 'dirty' topic. We wanted to use the shock value of this taboo and developed content urging the audience to listen to something 'dirty' in order to discuss this issue. Thus "Nongra Kotha" came to life. Through this hook, they communicated about the horrid conditions of school toilets and their implications; and asked everyone to take a pledge to support this movement with their rallying cry - "No more Nongra Toilet".

EXECUTION: The campaign rolled out with a social experiment where they spoke to parent's one-on-one about this grave issue and how it affects students nationwide, making the taboo visible to all; along with PR articles in national dailies. To generate awareness on the mass level,

they made teaser content where popular celebrity Mithila asked people if they wanted to hear "something dirty"; which was eventually revealed to be the conditions of school toilets and Domex's drive to ensure safe sanitary environments at at-risk schools. National cricket captain Mashrafe & popular youth icon Ayman Sadiq also shared their concerns and raised awareness on this issue. They called on the people to show support and join the movement. A World Record attempt was made on World Toilet Day, where they formed the Domex Logo with 13,578 packs, which were then distributed to schools nationwide to sustain help clean toilets for a year.

RESULT: This campaign came to a success in collaboration with schools, volunteers from WaterAid Bangladesh and Jaago Foundation. The Guinness World Record event was also attended by 100 teachers from across the nation, 100 volunteers from WaterAid Bangladesh and Volunteers of Bangladesh and 200 selected volunteers from online registrations. The 13,578 pack used for the record was distributed to 100 schools to keep their toilets clean for one year. After the launch, they were approached by different stakeholders from NGOs, Voluntary Organizations, Cleaning and service providers who wanted to be a part of this campaign. The campaign had a reach of 15.0 million, 9.6 million views, 10.8 million engagement and PR value of 1.46 million. This campaign inspired Bangladesh to collectively take real, actionable solutions to end bad sanitation at schools, and Domex reached 62k outlets nationally in only 8 weeks which means the audience had started using it.

Social Campaign

No Tax on Period

Agency: ACI Consumer Brands



GOLD



BACKGROUND: Till date sanitary napkin is considered a luxury item in many parts of Bangladesh. This is because majority of the pads available in the market are priced at Tk. 10-15/piece. This high price of sanitary napkins are attributable to the high taxes and duties imposed on import of raw materials and VAT on finished goods at retail stage.

OBJECTIVES: Pursuing the Government to exempt all kinds of taxes and on imported raw materials and finished goods of sanitary napkins. Building up a sector-wide collective advocacy on the movement of making menstrual hygiene products affordable and accessible. Raising public awareness on the importance of menstrual hygiene practices.

CORE IDEA: Sanitary products for women often have a certain proportion of tax- period tax- attached to them. Issues related to unaffordability and inaccessibility gradually mobilized advocacy against the period tax worldwide. Inspired by this global movement, Team Freedom Sanitary Napkin along with local activists, NGOs and other humanitarian organizations in Bangladesh came together to advance the idea that the period tax was an unfair burden on women, particularly those who are already financially disadvantaged, in accessing a basic health necessity product.

EXECUTION: Determined to continue the pursuit of bringing a policy-level change for exemption of all kinds of taxes and duties on sanitary napkins, Team Freedom incessantly resumed its efforts in last couple of years in different public

media platforms. Subsequently, the movement – ‘No Tax on Period’ gained momentum once again in no time. On World Menstrual Hygiene Day 2021 (28th May), in collaboration with 6 top media houses and 3 most influential online news media of the country, Freedom Sanitary Napkin launched a week-long campaign to uphold this year’s slogan of Menstrual Hygiene Day – #ItsTimeForAction. Freedom partnered with Prothom Alo and The Daily Star and jointly launched two separate microsites for this campaign where many informative and useful contents on menstrual hygiene awareness were published.

RESULT: Finally the Government has decided to lift off all sorts of VAT including 15% retail VAT on sanitary napkins which has been proposed in the National Budget of 2021-22. This is a remarkable achievement for Freedom Sanitary Napkin and the movement evolving around the conversations regarding no tax on sanitary pads has got tremendous media coverage from all the major electronic, print and online media houses and contributed in building mass public consensus on tax exemption from sanitary napkins. The campaign garnered mass attention and appreciation not only from the public but also from policy makers. Team Freedom participated in dialogues and discussions in different media platforms including major TV channels, national newspapers and key online news channels. Discussions and news related to the movement were shared by many in Facebook and other social media.

Social Campaign

COVID - 19 Rapid Response

Agency: Asiatic Mindshare Ltd.



GOLD



BACKGROUND: On 8 March, the first three known coronavirus cases were confirmed in Bangladesh. Fear and anxiety spiked as people were unsure about how to handle the impending pandemic. Amidst the dread and suspicion an outbreak of misinformation surrounding COVID -19 was spreading through social media.

OBJECTIVES: Due to inadequate digital literacy, the ability to assess the accuracy of this information is limited, leading to widespread rumors among the mass population.

CORE IDEA: BRAC understood the need of the people for a reliable source of clear and accurate information FAST. As an immediate measure, a ramped-up rapid response plan was developed to curb the health emergency and protect people. To accomplish that, BRAC devised their largest digital media campaign in three key adaptive phases: - Inform – Motivate – Persuade.

EXECUTION: Inform: First BRAC wanted to Inform people through messaging on Social Distancing, Respiratory Hygiene

and Self-Quarantine to limit the spread the COVID -19. 20 Video contents were created and promoted within a few weeks to create awareness in March and April. BRAC also created a progressive web app, 'Coronarodh' where people can check and assess common symptoms of Corona.

Motivate: A music video featuring Kuddos Byoti was promoted due to his mass appeal among people most susceptible to rumors.

Finally, BRAC reinforced their message to persuade people to maintain safety measure throughout the pandemic through key influencer partnership and celebrity endorsement. Celebrities like: Chanchal Chowdhury, Rafiath Rashid Mithila, Ferdous Ahmed, Bidya Sinha Mim and others.

RESULT: 151 Mn Impression generated. Around 18.75 million people have been reached as part of BRAC's COVID-19 awareness campaign. Generating 26 Mn video views. 277x increase in post comments. 78x increase in post shares during the campaign period.

Social Campaign
UNDP Stay Home Challenge
Agency: WebAble Digital



GOLD



BACKGROUND: During the first quarter of 2020, the entire world started experiencing a global pandemic of SARS COVID 19. And lives went upside down, and it was getting tough to make people stay at home as it was the only way out of this situation as the infection rate and death toll were on the rise.

OBJECTIVES: The objective was to create rapid movement through the digital landscape and ensure that people are encouraged to stay home as a part of fighting this silent enemy known as Covid 19.

CORE IDEA: The campaign was designed to spread positivity for people staying home. It had celebrities from different platforms uploading video bytes to encourage their followers to be patient and fight this pandemic together by staying at home, it also had musicians of different genres.

EXECUTION: To spread the message, they collaborated with top musicians, actors, artists, comedians, dancers, public figures, and online influencers. A stay-home music video was created with Chirkut, Minar, and ABD through online collaboration, Gaan Bangla and Robi joined #StayHomeChallenge to entertain the audience with live concerts. Inspired by their call to action, celebrities and the general public shared their stories with them.

RESULT: The #StayHomeChallenge reached over 18M Bangladeshis in two weeks. Their videos were viewed over 6.5M times with 2M post engagements on Facebook. This campaign connected celebrities and the mass population alike. Bringing people together to uplift spirits, helping them stay home and be positive. Giving doctors, nurses, and their frontliners a fighting chance against the coronavirus pandemic.

Social Campaign
Airtel World Mental Health Day Campaign
Agency: FCB Bitopi



SILVER



BACKGROUND: According to the National Mental Health Survey of Bangladesh 2018-19, every one out of six people suffer from mental health issues. However, people either don't acknowledge the prevalence of mental health issues or even if they empathize with it, they don't know how to best support the ones in need.

OBJECTIVES: Airtel places friendship not as a destination but as an enabler and so through this campaign, Airtel aimed to inspire and encourage the youth to look out for their friends & be the kind of support they need to ease their mental health woes.

CORE IDEA: Airtel is a brand that celebrates friendship and on World Mental Health Day, the brand planned to point out the moments that youth generally overlook due to lack of awareness. Airtel's goal was to educate the youth to look out for their friends who may be suffering and to empathize with their friends instead of taking their problems lightly.

EXECUTION: As the brand progresses, Airtel is starting to

address more serious and relevant youth issues all the while staying within the realms of the brands tone. However, it had to ensure that through the communication, Airtel did not come across as frivolous, insensitive or unaware about the intensity of the issue; all the while ensuring that the communication wasn't too dark and grim. And while Airtel is a telecommunications company, it isn't in a place to provide solutions but rather promote it within the realms of youth and friendship. An OVC was published demonstrating how friends can help one another just by listening to their friend in need. All it takes is a friend who is eager to listen to their problems while the world blocks them out.

RESULT: The OVC garnered over 6.3 million views and 16K shares on Facebook, and 1.8 million views on YouTube. Subsequently it was shared from a content aggregation page on Facebook, প্রাক্তন, which resulted in 5.7 million organic views and 80K organic shares. Thus, the brand successfully spread awareness on a topic that is not talked about enough.

Social Campaign

Grameenphone Online Etiquette

Agency: Magnito Digital



SILVER



BACKGROUND: Misuse of the internet has become a concerning issue in recent days. With the increasing number of internet users and easy access to internet, cyberbullying and online harassment have also increased significantly. To stop internet abuse, it was imperative to inform internet users about the right use of internet and online etiquettes that they must follow. Grameenphone as a socially responsible brand launched the campaign “ইন্টারনেটের দুনিয়ায় জানতে হবে, কোথায় আপনার থামতে হবে” to address the improper use of internet and raise awareness for this issue.

OBJECTIVES: The prime objective of this campaign was to raise awareness for online etiquettes and the appropriate use of internet through online video communication. In the light of recent events of cybercrime and online harassment Grameenphone stepped in to spread social awareness and deliver an important message on proper internet etiquette through this awareness campaign.

CORE IDEA: The core idea of this campaign was promoting safe and responsible use of internet to foster a safe digital space for netizens. Through multiple videos and static contents the campaign delivered the message how and why people should follow online etiquette for a better cyberspace. In this campaign, several instances of misuse of internet were depicted to spread awareness and encourage the audience to follow online etiquette and be responsible while using internet.

EXECUTION: In the first season they launched an OVC with Grameenphone's brand ambassador Tahsan. The 1 minute 35

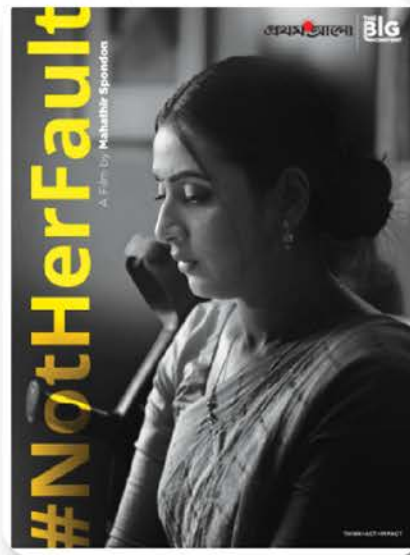
seconds long OVC had elements of some contemporary events surrounding the misuse of internet and delivered a powerful message to spread awareness. The OVC was focused on improper use of internet such as internet addiction, cyber bullying and the bad effects of them. In second season of the campaign they launched a series of 5 thumbstopper videos of 20 seconds duration on different online platforms. The videos featured 5 different instances of improper internet use. Each video reflected the core message of the campaign in a subtle manner. Along with the videos, supporting static contents including banner, online articles and PR content were posted on social media platforms. Grameenphone as a leading mobile network provider informing their customers to be aware of internet use was a risky and challenging intervention but, as a socially responsible brand Grameenphone was successful in delivering an important message of awareness about internet usage to all the people of the country.

RESULT: The first OVC of the campaign was a massive success with 18M views, 700K reactions and 200K engagement. The thumbstopper videos in the second season of the campaign continued its success and reached a huge number of audience. The first video received 4M views and 56K engagement, the last video of the series got 5M views and 70K engagement. The whole campaign was a huge success in terms of reach, engagement and also raising awareness for safe internet use which was the core objective of the campaign. The campaign successfully spread the awareness of internet etiquettes and communicated the powerful message - “ইন্টারনেটের দুনিয়ায় জানতে হবে, কোথায় আপনার থামতে হবে”.

Social Campaign
**Prothom Alo - NotHerFault - International
Women's Day Film**
Agency: The Big Content Ltd.



SILVER



BACKGROUND: Many organizations and corporations celebrate International Women's Day by posting content that honours women's contributions or just wishes them well. They took a different approach, aiming to create content that would breach social taboo and shift society's mindset. According to their findings, rape victims are perceived as a burden in our society. Furthermore, they are the primary sufferer of victim blaming. Through their content, they wanted to remove the victim blaming culture.

OBJECTIVES: Bring positive impact on the lives of women. Change the problematic mindset of the society. Break the social taboo surrounding rape victims.

CORE IDEA: They wanted to challenge the victim blaming mindset by treating rape just like any other accident. No victim can be held accountable for the accident that happen to them.

EXECUTION: In the film, a boy and his family came to see a girl for marriage, and later discover that she was a rape victim. The

girl didn't try to hide instead she was very open and upfront about it. Though the boy's family was taken back by this fact, the boy, being the representative of new generation, steps up and sides with her. In the film it is shown how rape victims are constantly bombard with unpleasant questions and remarks from the society. As the name suggests, the event of rape is not her (victim's) fault. Through this film they expressed their solidarity with rape victims by condemning the victim blaming mentality. For this campaign, they partnered up with Prothom Alo. Then there was Bidya Sinha Mim. She was so moved by the story and its depth, she act on it from the sense of social responsibility without demanding any charge.

RESULT: #NotHerFault has received tremendous audience response with close to 4 million views and 15,000 shares on Facebook and YouTube combined. Articles were published in local newspapers praising the work. The actress Bidya Sinha Saha Mim and the director Mahathir Spondon was interviewed by renowned newspapers. Altogether, the film was successful in achieving its intended results.

Social Campaign

Freedom Sanitary Napkin Vending Machine Network

Agency: ACI Consumer Brands



BRONZE



BACKGROUND: In Bangladesh, period is still a taboo and only 20 percent women use hygienic sanitary pads even in 2021. Freedom sanitary napkin vending machine wanted to increase awareness and encourage open discussions regarding period.

OBJECTIVES: Broad objectives of this campaign are: Ensuring easy availability and affordability of sanitary napkins for all women across Bangladesh, generating talkability and awareness on the importance of menstrual hygiene practices, bringing a big social change in how menstrual hygiene is perceived and dealt with in Bangladesh.

CORE IDEA: Many girls in our country do not have a complete understanding of menstruation. Besides, access to menstrual hygiene products is not only directly related to a healthy reproductive system, but also it is considered a basic human need. The more affordable and accessible sanitary pads will be, the more it will benefit the nation as a whole. With an aim to educate women and provide access to basic menstrual hygiene, Freedom selected vending machines as its key strategic tool to distribute sanitary napkins across the country.

EXECUTION: The campaign was officially inaugurated by the Minister of Education of Bangladesh – Dr. Dipu Moni in

December 2019. Initially 10 vending machines were launched at once within the premises of University of Dhaka in collaboration with DUCSU. Gradually 25 more machines were set up in different educational institutions, garments factories, corporate houses and other institutions where female members are high in number.

RESULT: The campaign launch event garnered mass attention and appreciation throughout the country. More than 60 media platforms featured the news of the initiative in both their online and offline platforms. Facebook groups and other social media forums were flooded by discussions involving the campaign. A month after the launch event, The Daily Star featured the initiative on its front page highlighting the long-term social benefits of the campaign. As of now, through this network of 35 vending machines, 5 lac women are getting easy access to sanitary napkins. By the end of 2021, inclusion of another 1,000 machines in the network will ensure a total of 15 million women have access to sanitary pads throughout Bangladesh. This will not only ensure a hygienic menstrual health management of our women, but also empower them to contribute in the overall development of the society and Bangladesh as a whole.

Social Campaign

May our Love for Nature be pure

Agency: ACI Formulations Limited



BRONZE



BACKGROUND: Every year during the mustard or sunflower season, hundreds of visitors rush to enjoy the scenic beauty of flower gardens. However, while doing so they cause damage to the crops heavily by trampling them. They tried to make people aware of this social issue by portraying the farmer's pain and delivering empathy towards the customers.

OBJECTIVES: Their objective was to educate people on this social cause and give them an emotional shock so that they never cause damage to the farmers field while visiting.

CORE IDEA: Farmers are working day and night to produce their crops/flowers, and these are the means for their livelihood. By trampling the crops while doing a mere photo shoot, many are trampling the farmers' hope, the source of two meals a day. As farmers are their customers, they wanted to be on the farmers' side by showing empathy towards them. Their strategy was to take the leverage of this time demanding issue

and talking on behalf of the farmers to create an emotional brand attachment with them.

EXECUTION: They wanted to make a subtle communication that could touch the heart of the audiences. They planned to keep some real shots on the field, though there were a few stooges in close shots but the longshots were all real people and they blurred faces in actual video. All the farmers' faces they have shown are real farmers who were instantly managed on the day of shoot.

RESULT: The video got over 2.4 Mio reach, shared 3.3k times and got over 54k engagement from a single platform. It was also uploaded from different pages and got a good amount of views and shares as well which they couldn't really measure accurately. This video, despite its small budget, successfully managed to convey the message through an emotional experience.



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Social Campaign

Employees Empowerment

(Recruiting Third Gender during COVID)

Agency: ACI Logistics Ltd.



BRONZE



BACKGROUND: Gender is not a choice, or is it? This is the kind of question the third-gender population of Bangladesh has always been forced to answer. Even when Bangladesh was the first country in Asia to include the option of third gender in its passport, still people living inside the country have seen little to no growth to their standard of living.

OBJECTIVES: Shwapno wanted to break the taboo and help empower this niche community of Bangladesh. And Shwapno believes if one organization takes the step to make the much-needed change, other names will follow suite.

CORE IDEA: With the philosophy of always standing beside the people and for the people, Shwapno took a bold step to empower a large number of people from the third gender and give them jobs for a better living. These hires were completely proper as they were tasted and selected for the required task at hand. But just hiring them will not do, they needed to be

celebrated as the first steps towards making Bangladesh a country without any discrimination.

EXECUTION: As a HR campaign, these wonderful people were interviewed and their stories were heard by all levels of Shwapno employees and management committees. They are now well-respected employees within the organization. They were also featured within their social media pages. And with it, Shwapno took a pledge to keep on support the third gender community with jobs and proper training when needed.

RESULT: This bold step has given a great PR boost for Shwapno HR. And as a brand, there was much voiced appreciation among the community. Thought there were challenges as they still live in a society which restricted thought process. But with Shwapno unmatched CRM, any underhanded mentions were quickly tackled and these wonder people's integrity were left untainted.

Social Campaign

Speed "Goti Ashuk Poribortone"

Agency: Akij Food and Beverage Limited



BRONZE



BACKGROUND: Speed has been the leader in the Carbonated Drinks Market for years. Due to its mass popularity, the brand can easily be misinterpreted for encouraging speeding. Meanwhile, there has been an outrage regarding road safety in Bangladesh. Thus, the problem persists of not safer roads not being there for our Citizens.

OBJECTIVES: The objective of this campaign was to create a social movement regarding road safety, motivate the citizens to engage accidents in a positive manner, while bestowing a deep understanding in the wrong-doer himself, restoring faith in transport safety overall, and eventually decrease the amount of road accidents in the country.

CORE IDEA: The core concept of the campaign came from acknowledging the ever-increasing amount of road accidents that has been happening throughout Bangladesh. For a steady rise in privately owned transport vehicles all over the country, the road safety issue has now become a crucial hazard. Besides this, Speed's ever-growing brand name has been assumed to promote the element of 'speeding' which is clearly not the case. They planned to combine both these problems and create a social movement that addresses the problem of road safety while establishing Speed as a hazard-free, enjoyable brand.

EXECUTION: The execution started from an integrated campaign, flowing across all communication landscapes,

helping the campaign gain momentum. The act of 'clapping' when negative street activity was seen, that was the core activity of the campaign, which they established through their opening OVC. The copywriting of their follow-up static content & LAN banners was inspired from real-life situations, turning it into positivity through their striking words and creativity. They pushed educational content, informing the TG about health-hazards, road signs importance, urban sedan maintenance, bus-stops & overhead bridge guidelines, and more. They visualized videos and funny meme content that demonstrate the problems of speeding on a road, discouraging the idea heavily. Alongside their digital campaigns, they did press conference activations, merging with government and police officials to convey important messages on road safety. Print ads on various media outlets and banners on every corner of the road sums up their campaign execution.

RESULT: The results were staggering as the campaign reached around 6.1 Million people with around 5 Lakh engagements and 2.3 Million Video views in facebook, along with 8.6 million LAN impressions with over 13k clicks, successfully awaring the TG about road safety in a positive manner, for a good cause. The social movement of 'clapping' also received viral attention as they saw citizens taking up this step in various public groups, overall, creating a sense of bold empowerment in our societies and communities.

Social Campaign IPDC Subodh

Agency: Analyzen Bangladesh Limited



BRONZE



BACKGROUND: The first non-banking financial institution of the country, IPDC, while contributing to the economic development, wanted to bring back the precious old habit of ours-reading books.

OBJECTIVES: To make the book loan popular among the bookworms. To educate the audience regarding the process of the loan.

CORE IDEA: Since its inception IPDC has played a pivotal role in developing country's industrial landscape. IPDC Subodh's mission was to bring back the behavior of reading book and to enable the bookworms to read as much as books they want. The objectives were to bring back the behavior by popularizing the book loan and educate the audience regarding it.

EXECUTION: They started with social media platforms to kick

of the communication, Stalls were set up around Bangla Academy. They shared the updates on Facebook as it is the highest used social media platform. They tagged along influencers to provide leverage to the campaign. They also created Facebook Thumbstoppers to strike harder. They created contextual communications to talk about the prime benefits of the loan. To reach out the youth, they placed banner in BCB's website. Posters were placed around DU Campus and an LED screen was set up at Shahbag.

RESULT: The campaign had a total reach of over 27 million, nearly 1.1. million engagement and 9.8 million video views in 2020. Book loan was disbursed to 640+ bookworms in 2020 and to 220 bookworms in 2021. It was a successful campaign in terms of building brand equity and serving the society.

Social Campaign
Body Shaming Bondho Hok Instantly
Agency: Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: Body shaming is prevalent and people voluntary or involuntary commit this crime every now and then. People of size often feel judged and negatively evaluated, especially those who are too obese or too thin. This sets them up for the increased risk of depression. Bashundhara Instant Noodles communicates instant solution stuffs for its TG- the women. The brand wanted to bring out an untouched issue for its TG on the occasion like Women's Day.

OBJECTIVES: Lots of people find it very normal to label someone as "Mota/Khato/Patla" without knowing its impact. Their objective was to create a social awareness about body shaming at a mass level.

CORE IDEA: They decided to touch the mind of audience through the symbolic yet meaningful visuals, portraying how the words could result in deep seeded low self-esteem for others.

EXECUTION: They launched an OVC which portrays the issue through a monochrome effect. It metaphorically represented the dark and disturbing reality of body shaming that exist in our society. With the aid of impressive dark visuals, it depicted the

depression and insecurities of a person facing body shaming. This clearly reflected the original state of our community where women face countless issues like this. However, the OVC also set an example that everyone is beautiful in their own way. If you are passionate, success will come eventually no matter what others say. The key visual of the campaign also brought out the darker side of our society, shedding the light on body shaming and its impact. A symbolic protest, an instant act to stop body shaming, was done with this campaign. They asked the audience to write the campaign slogan "Body Shaming বন্ধ হোক Instantly" on their hand and share it on Facebook & Instagram.

RESULT: When the campaign spread out on social media, lots of people shared their thoughts regarding body shaming. The audience directly participated in the campaign by writing "Body Shaming বন্ধ হোক Instantly" and shared it on Facebook and Instagram. Irrespective of race, tribe and religion, people wholeheartedly participated in this campaign and showed the protest against body shaming. Bashundhara Instant Noodles succeeded in making people socially aware on the negative impact of body shaming through this campaign.

Social Campaign

Good Touch Bad Touch

Agency: Asiatic Mindshare Ltd.



BRONZE



BACKGROUND: The most precious thing to parents is their children. Many of these children are being subjected to sexual abuse or exploitation at home, at school or in their community. BRAC came from a part of social responsibilities where they wanted to aware parents. The target was to inspire parents to openly discuss sensitive topics with their children and not to remain silent with any approaching indecent.

OBJECTIVES: Sexual violence occurs across all segments of our society. Their main objective was to aware parents to make their children understand the difference between good touch and a bad touch. Once known, victim can raise their own voice whenever they feel unwelcome attitudes.

CORE IDEA: Sometimes, people trustingly leave their loving children alone with known people or family member, even after being sensitive for child's safety & well-being. The core idea was to establish a safe environment in children's mind, so

that they can talk about any unwelcome touches with their parents. They captured the idea in the tagline: "Raising Awareness will stop child molestation." - সাবধানতায় চাই মন খুলে কথা, সচেতনতায় বাড়বে শিশুর সুরক্ষা.

EXECUTION: They wanted to draw the attention of parents and family members, while alerting the abuser so they wouldn't dare to do this heinous task. They made a video explaining the situations, interactions and different touches so that parents can understand the concept. They also made a GIF showing different types of expressions, sounds, voice, eye contact, movement to have a glance.

RESULT: This video received a grand reception. Total viewed 1.7M times. BRAC broke the social taboo with this video to make children feel safer. This video also helped parents teach their children and make them feel protected.

Social Campaign Signline

Agency: Grey Advertising Bangladesh Ltd.



BRONZE



BACKGROUND: 21st February is celebrated as International Mother Language Day around the world. But there is one language that often gets obscured even in this occasion- Sign Language. In Bangladesh, 30 lac people (unofficially close to a crore) are profoundly deaf. They continuously suffer to communicate since the practice of sign language is a rare thing to find around us. Be it everyday life, education or emergencies, the difficulty in communication makes life extremely hard for them.

OBJECTIVES: The objective was to solve the problem of communication for the profoundly deaf community. While the first part was about encouraging the mass to learn sign language, Grameenphone was also looking for ways to become more inclusive as a company, towards serving this community.

CORE IDEA: The idea was to use the power of internet to solve the problem of communication for the profoundly deaf. Since Grameenphone believes in making things possible, the campaign wanted to show how people could overcome any kind of barrier in communication, using the power of internet. The central communication brought the attention of the mass to this issue and an entire course was published so that the mass could learn sign language to communicate better with the people of this community. Besides, Grameenphone ensured increased inclusivity as a company, through launching a video call-based customer service platform for them.

EXECUTION: Firstly they had to get an expert who knows the sign language itself. They had a long discussion with her about their language and they sat with Tahsan (our brand ambassador) for 2 days before the shoot, make him learn few basic signs. Secondly and most difficult part was featuring the artists who are actually profoundly deaf and make them act in the whole TVCs. First, they had to brief the instructor then she had to make them understand also if there were any confusion then they had to again tell her to communicate with us. It was indeed a very difficult but the whole experience was very rewarding. Also the historic 7th march speech, in which leading celebrities like Mim, tahsan, Api korin, Nisho and few more participated in this great cause by translating the whole speech in sign language so that the profoundly deaf people can understand the spirit from which they had got the independence, which they could have never got to know.

RESULT: Coming from the objective, they wanted the mass audience to know the importance of sign language for both us and the profoundly deaf. The campaign results and acceptance had been very satisfying, in terms of review and numbers. The thematic TVC had a reach of 5.6 million and almost 4000 shares on FB. The 7th march speech had a reach of 554K people on fb. Adding to that they had made a long tutorial list in YouTube for the mass people to learn sign language, which in total had a view of more than 162K.

Social Campaign
Love is for Everyone
Agency: Just Storys



BRONZE



BACKGROUND: From the seventeen sustainable development goals of UNDP, one is “Gender Equality”. The brand needed communication that could pinpoint the gender discriminations people do unconsciously in society. From some current communications in the market they found; Most communications are gender stereotyped. They are communicating to only two major genders.

OBJECTIVES: A communication that talks about the 3rd gender was the core objective. Considering Valentine's day was close, they wanted to hit the expectations of the audience in the sea of traditional love stories. So, the objective was to hit the market where love related communication is always about a Male and a Female.

CORE IDEA: So, from there the idea came, that let's not tell a story of a male and a female on Valentine's day, rather let's tell a story of a transgender and how s/he will celebrate valentine's day. Since their objective was to hit the expectation of the audience, here they came up with the strategy that the story will start as showing a normal love story of a woman on valentine's day. However, at the end, they will reveal that the protagonist is a 3rd gender person and s/he is celebrating love in her own way.

EXECUTION: One of the biggest challenges was to keep the

audience hooked for the entire time until it is revealed that, this is a story of a transgender. To make it believable they incorporated scenes that look good and engaging. Engaging scenes include a boy giving a valentine's day ring to a girl, a girl waiting for her love. All these situations were being witnessed by the protagonist, while her/his face was not shown. Also, the protagonist's casting was one of the most crucial things. S/he must be feminine but at the same time audience must know S/he is a transgender character when the face is revealed. To make it happen they had to work with great attention from her selection to her appearance fixing. Also, on shooting time they had to take care of her body gestures and makeup.

RESULT: After it got published, they got humangest result from the people. It crossed more than 3 lac reach from UNDP page and 15 lac reach from “Just Storys” page. It got enormous reactions where more than 7 thousand were from UNDP's facebook page, and more than 6 thousand were from “Just Storys” page. The bigger achievement was to get tons of positive responses from the transgender community. They expressed their gratitude for understanding their feelings and expressing that through a beautiful story. Also, people from different sectors reached out to us, expressing their empathy towards this gender. To be precise, that was the main goal as it was fulfilled.

new

FLOOR



FRIDGE



STOVE



LAUNDRY



*As per standard testing protocol against indicator microbes till 5 minutes contact time.



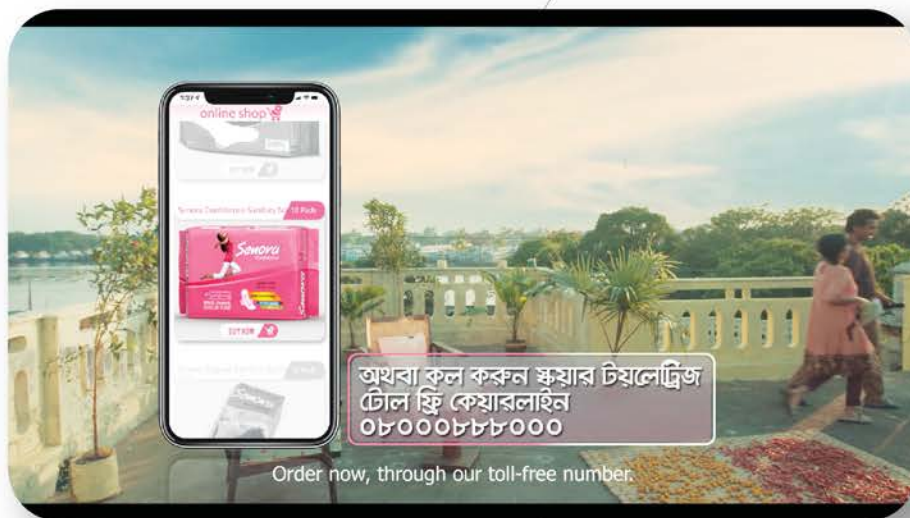
No. 1 Toilet Cleaning Expert In Bangladesh



Social Campaign
Senora Bhai Bon
Agency: Mediacom Limited



BRONZE



BACKGROUND: Women in a male-dominated society encounter many limitations every now and then, and buying sanitary napkins is one of those. They usually buy sanitary napkins from a male shopkeeper or through a male family member and in both cases there is hesitation. Covid 19 lockdown from March 2020, the problem was even worse. A huge number of physical store shoppers had to push themselves to turn their daily purchase behavior towards online purchases. Hence, Senora wanted to make male counterparts supportive about the period and come forward in times of her need.

OBJECTIVES: To let know the consumers that Senora is available in ecommerce sites and they can avail it easily just like any other goods.

CORE IDEA: The idea was to portray a story between a brother and a sister. The story would eventually portray the realization of the brother of his sister's problem and himself coming up with the solution to order a pack from online.

EXECUTION: An OVC was made with a very beautiful portrayal of the issue through interaction and conversation between a brother and sister. A brother was seen on the video initially who

was looking for his sister in rooms and finds her in roof top. In her first appearance she looked worried with something and when the brother was trying to interact with her, she got agitated. With the flow of their conversation, it is seen that the sister is hiding something and do not think her brother will understand the issue if shared. However, later it came out that the brother understands and came up with the solution of purchasing sanitary napkin from ecommerce sites.

RESULT: At first, it received social media attacks as religious extremists, orthodox mindsets, feminazis started to co-relate the campaign with futile topics like sex, masturbation, moral obligations etc. Hate speeches, call to boycott Senora were on rise! But then again there was group who came forward against all odds and scrutinized taboos. Established bloggers, social platforms stated their vote for Senora & raised their voice against all the typical mindsets. Total Reach OVC – 12,493,812 in facebook which was the highest reach in the history of Senora. 238k+ engagements were generated. 70% online sales increased during the lockdown period of March, April and May. 28K organic page likes added during the campaign period. The campaign was a huge success that they drove the content on traditional media. Till now 1.3 million in PR and counting.

Social Campaign
Desh Amar Dosh Amar
Agency: O&Z Solutions



BRONZE



BACKGROUND: Recklessness is a big problem in our country. Most of the people are negligent in terms of using natural resources. Also, everyday many road accidents occur in our country just because of our careless behavior. PRAN-RFL Corporate decided to make people conscious about their reckless behavior.

OBJECTIVES: The objective of this campaign was to make people aware of consuming natural resources which will eventually reduce wastages and to make them conscious about reckless behavior.

CORE IDEA: The core idea was to reduce the wastage of natural resources by making people aware of the usage of those limited assets. Most of the people are negligent in terms of using natural resources like Natural Gas, Drinking Water, Electricity etc. Also, everyday many road accidents occur in our country just because of careless behavior in the road such as fast driving, using wrong side of the road, not using foot over bridge, unwanted driving/riding competition etc. PRAN-RFL

Corporate decided to make people aware to reduce wastages of natural resources and to make them conscious about reckless behavior.

EXECUTION: The campaign started by releasing 4 teaser posts on the online platforms. Which helped to create the hype of the campaign. Later they launched 4 OVCs one by one. Those were appreciated by the mass people. A press ad with the message against water wastage was published in the country's top newspaper.

RESULT: They received huge responses from people all over Bangladesh. The campaign consisted of teasers, press release, OVC and cut outs. 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 approx. 16.8 million times, reached more than 20 million people and shared by approx. 20K people on Facebook. Also, they got thousands of positive comments on social media. Still peoples are viewing the video and sharing.

Social Campaign
Shwapno – Sheba pack
Agency: Salt Creatives



BRONZE



BACKGROUND: During the pandemic, they looked at their strengths to help the people who were vulnerable. With the heartfelt responsibility to stand next to the people, Shwapno introduced Sheba-Pack, a convenient package consisting daily necessities at a discounted price, facilitating the people who too wanted to stand next to the vulnerable.

OBJECTIVES: The goal was to empower the people of Bangladesh as it moved together to minimize the deadly ripple effects COVID-19 had on the daily earnings of certain groups of profession.

CORE IDEA: Shwapno always promotes and strives on unity. And it was time for others to do it as well. Being the responsible brand who shares the same dream as these local heroes who wanted to help others in need, Shwapno wanted to facilitate that.

EXECUTION: In this OVC, an elderly person was seen entering a Shwapno outlet. He didn't look around much, but directly goes towards the daily food basics. There, he buys a huge amount of daily necessities, which got the attention of the floor manager. Curious, the manager asked the elderly if the purchase was for home. To his surprise, the elderly replied, "No, it's for my country." Feeling the lift of pride and respect, the

manager introduces Shwapno's attempt to help people like the elderly man, Shwapno's "Sheba pack", Bangladesh's one and only attempt by a brand to stand beside such local heroes. This is also important to mention that this was the first video production from any corporation during the lockdown. Through great difficulty, the production was finished by Salt Creatives & Events Limited, feeling it was their own responsibility to promote such an attempt to help the local communities.

RESULT: Shwapno has always been a pioneer when it comes to experimenting for the sake of humanity. And here, we have seen it firsthand. Even though in store footfalls were record low for Shwapno, there have been a surge of people coming to only buy the Sheba packs to help the local community. A great amount of appreciation was received in the digital space and well as in the store floors. The content itself has received 149.7 times higher performance scores when compared with Shwapno's other posts within 21+ days of its publishing, 188.9 times more 1-Minute Views, 414.1 times more Shares, 49.7 time more Comments, 176.7 times more Reactions and 2.2 times more Average View Time. In total, the content achieved 1.7 Million Minutes Viewed and 230.8K Overall Engagement. A total of 4.6 Million people were reached so far in this campaign.

Social Campaign

Crack Platoon Transport Service

Agency: Singularity Limited



BRONZE



BACKGROUND: Bangladesh saw its first case of COVID-19 on 8th March 2020. A nationwide lockdown was imposed on 26th March. But the front liners needed to attend their duties. As all means of public transport were restricted, uncertainty loomed over all the medical professionals to reach their workplaces. There were idle vehicles but those who needed it couldn't get them.

OBJECTIVES: Help the Healthcare professionals by providing a reliable mean of transport when there was no other option available. Ensure the safety of the caregivers who are fighting and risking their lives for others. Contribute in the fight against COVID-19 by helping the front liners.

CORE IDEA: The core idea was to connect the stakeholders and structure a free transport service for the front liners so that they can reach their workplaces without any hassle when all the public and private transport services were restricted due to lockdown. There were idle vehicles which were used to transport company employees but did not have any work due to lockdown. The problem of transporting the front liners was also not addressed by the authorities. So, they thought of connecting the dots and creating a service for those who needs and who are needed to fight the situation.

EXECUTION: Within 3 days of the lockdown, Crack Platoon was

launched, a free transportation service for medical professionals. DBL Pharmaceuticals provided transport vehicles. The volunteers of Earth Foundation and Bondstein worked relentlessly to execute this huge operation. The Directorate General of Health Services authorized this and managed all the permissions in the shortest possible time. Global Shapers Dhaka Hub and Obhijatrik Foundation also gave support to make it happen. Crack Platoon started operation from March 28. Doctors, nurses and other healthcare professionals could book a free round trip from their house to their workplaces. The operation was managed by tracking every vehicle and efficiently planning routes automatically by a system developed by Bondstein Technologies in the shortest possible time. The vehicles and the routes could be tracked in real time by the users for their convenience. The vehicles were disinfected by the Obhijatrik Foundation after every trip to maintain safety.

RESULT: In 42 days of operation, the platform received 24567 trip requests from 1910 passengers & served more than 5800 trips to more than 100 hospitals in 22 routes covering the entire Dhaka city. The service continued until the lockdown was lifted on May 10th. It received a great amount of positive response from all across the community and from the healthcare professionals who got benefitted.

Social Campaign

Fresh Tissue Breast Cancer Awareness Campaign

Agency: The Big Content Ltd.



BRONZE



BACKGROUND: Fresh Tissue wanted to create an out-of-the-box campaign which will do some real betterments to the society since their Brand Promise is to “Wiping Out Negativities” or “মুছে যাক গ্লানি”, and also at the same time, this campaign will have to create a huge Top-of-Mind Awareness for the brand.

OBJECTIVES: Wipe out real social fatigue. In this case, educate the general people about Breast Cancer and help them reduce the death toll. Create huge Top-of-Mind Awareness for the brand. Engage the audience with the brand. Increase sales.

CORE IDEA: Breast Cancer’s huge death toll in this country is the lack of common awareness. Since it’s almost a taboo to talk about breast-health in our culture, they wanted to break this stigma and raise a massive educational conversation on Breast Cancer Awareness.

EXECUTION: They started the campaign with a commercial where a son asks his mother if she had medical check-ups for Breast Cancer. This story was targeted to break the stigma of talking about breast-health. This commercial ended with a call-to-action for registering for a free breast cancer check-up organized by Fresh Tissue. To inspire women for regular medical check-ups, they organized a medical camp including

20+ hospitals for free check-ups at 8 divisional cities. They were able to provide free breast cancer primary check-ups to over a thousand women. They also launched a website (www.muchhejaakglani.com) in Bangla which has all the life-saving information of Breast Cancer in one place. Then they launched a special tissue box in the market on this occasion where they announced to make a donation from every box.

RESULT: This campaign’s result was a massive success. Through this campaign, they made people more aware than before about the deadly impact (19 deaths per day) and its possible preventions (regular medical check-ups) for Breast Cancer. Many young family members brought their female family members to the medical check-ups. They were able to raise the awareness and breaking the stigma of talking about Breast Cancer and breast-health as well. Finally, people learnt the necessity of regular medical-ups for Breast Cancer to stay safe. And from the brand’s perspective, people now can connect Fresh Tissue with wiping out negativities more than ever. This campaign successfully created a socially concern brand image for Fresh Tissue which was the main brief. Also, since the campaign started running from February 2020, their average sales went higher from the very next month in March 2020.

Social Campaign
Bhalo Khabo Bhalo Thakbo
Agency: WebAble Digital



BRONZE



BACKGROUND: Bangladesh has made real progress in advancing nutrition in the last two decades. However, based on the Bangladesh Health and Demographic Survey 2014, an estimated 36% of children under five are stunted, 14% wasted, and 33% are underweight. Almost half of all school children are vitamin D and iodine deficient, while around one in five school children suffer from vitamin A and calcium deficiencies. Adolescents account for one fifth of the population and it is estimated that almost half of the adolescent girls aged between 15 and 19 are suffering from anaemia.

OBJECTIVES: The objective of this campaign was to get adolescents to take pledges that they will eat well and stay well going forward and improve eating habits amongst the adolescents of Bangladesh from all socio economic backgrounds to prepare them for a better future.

CORE IDEA: Through this Initiative, GAIN took a sustainable approach instead of one-off actions. Unlike other common nutrition-related campaigns, theirs focused on getting a commitment directly from their beneficiaries - The adolescents. The objective of this campaign was to get adolescents to take pledges that they will eat well and stay well going forward.

EXECUTION: One of the main challenges during the beginning of the campaign was to identify what kind of form will the adolescents be comfortable with to take the pledges. To overcome this they designed a total of 8 forms with variable

fields and conducted a small research with adolescents in Jaago foundation. For the Bhalo Khabo Bhalo Thakbo campaign, multiple digital platforms were used and involved participation from several social media influencers like Ayman Sadiq, Rafsan - the ChotoBhai, and national athletes like Jamal Bhuiyan and Mashrafee Bin Mortaza. To adapt to the ongoing pandemic situation WebAble Digital created awareness and informative content for kids regarding COVID-19. To make it relevant to the campaign and audience the published content communicated about what to be eaten and what not to be eaten during this pandemic situation. A cartoon series with information and ideas regarding what can be done during the lockdown was also created and received heavy engagement over social media. The campaign ended with a big bang - an appearance from Mashrafee Bin Mortaza. For this part of the campaign, the audience was given an opportunity to contribute to the society and help the ones in need and WebAble Digital tied up with Bidyannondo Foundation to ensure meals for children in need.

RESULT: WebAble Digital worked with GAIN as a digital communication partner for the campaign and has managed to get over 400,000 adolescents to sign pledges alongside 600,000 offline pledges generated through Shorno Kishori and iSocial that they will eat well and live well. The Bhalo Thakbo Bhalo Khabo Facebook page was the main medium of communications along with Google platforms used for ads. From January 2020 to June 2020 the page saw an 82,326 increase in followers, a 999,531 increase in engagement and 23,574,217 in reach.



Building a Culture of Experimentation

It takes more than good tools.
It takes a complete change of attitude.
by Stefan Thomke

Harold Edgerton

In December 2017, just before the busy holiday travel season, Booking.com's director of design proposed a radical experiment: testing an entirely new layout for the company's home page. Instead of offering lots of options for hotels, vacation rentals, and travel deals, as the existing home page did, the new one would just feature a small window asking where the customer was going, the dates, and the number of people in the party, and present three simple options: "accommodations," "flights," and "rental cars." All the content and design elements—pictures, text, buttons, and messages—that Booking.com had spent years optimizing would be eliminated.

Gillian Tans, Booking.com's CEO at the time, was skeptical. She worried that the change would cause confusion among the company's loyal customers. Lukas Vermeer, then the head of the firm's core experimentation team, bet a bottle of champagne that the test would "tank"—meaning it would drive down the company's critical performance metric: customer conversion, or how many website visitors made a booking. Given that pessimism, why didn't senior management just veto the trial? Because doing so would have violated one of Booking.com's core tenets: Anyone at the company can test anything—without management's permission.

Booking.com runs more than 1,000 rigorous tests simultaneously and, by my estimates, more than 25,000 tests a year. At any given time, quadrillions (millions of billions) of landing-page permutations are live, meaning two customers in the same location are unlikely to see the same version. All this experimentation has helped transform the company from a small Dutch start-up to the world's largest online accommodation platform in less than two decades.

Booking.com isn't the only firm to discover the power of online experiments. Digital giants such as Amazon, Facebook, Google, and Microsoft have found them to be a game changer when it comes to marketing and innovation. They've helped Microsoft's Bing unit, for instance, make dozens of monthly improvements, which collectively have boosted revenue per search by 10% to 25% a year. (See "The Surprising Power of Online Experiments," HBR, September–October 2017.) Firms without digital roots—including FedEx, State Farm, and H&M—have also embraced online testing, using it to identify the best digital touchpoints, design choices, discounts, and product recommendations.

"In an increasingly digital world, if you don't do large-scale experimentation, in the long term—and in many industries the short term—you're dead," Mark Okerstrom, the CEO of Expedia Group told me. "At any one time we're running hundreds, if not thousands, of concurrent experiments, involving millions of visitors. Because of this, we don't have to guess what customers want; we have the ability to run the most massive 'customer surveys' that exist, again and again, to have them tell us what they want."

But in studying more than a dozen organizations and analyzing

anonymized data on experiments from upwards of 1,000, I have seen that Booking.com, Expedia, and their ilk are the exception. Instead of running hundreds or thousands of online tests a year, many firms run no more than a few dozen that have little impact.

If testing is so valuable, why don't companies do it more? After examining this question for several years, I can tell you that the central reason is culture. As companies try to scale up their online experimentation capacity, they often find that the obstacles are not tools and technology but shared behaviors, beliefs, and values. For every experiment that succeeds, nearly 10 don't—and in the eyes of many organizations that emphasize efficiency, predictability, and "winning," those failures are wasteful.

To successfully innovate, companies need to make experimentation an integral part of everyday life—even when budgets are tight. That means creating an environment where employees' curiosity is nurtured, data trumps opinion, anyone (not just people in R&D) can conduct or commission a test, all experiments are done ethically, and managers embrace a new model of leadership. In this article, I'll look at several companies that have managed to do those things well, focusing in particular on Booking.com, which has one of the strongest cultures of experimentation I have found.

CULTIVATE CURIOSITY

Everyone in the organization, from the leadership on down, needs to value surprises, despite the difficulty of assigning a dollar figure to them and the impossibility of predicting when and how often they'll occur. When firms adopt this mindset, curiosity will prevail and people will see failures not as costly mistakes but as opportunities for learning.

A classic example concerns an incident at Amazon involving a revision of *Air Patriots*, a game for mobile devices in which players defend towers from attack with a squadron of planes. When Amazon launched a new version of it, the development team was taken aback by the response: The seven-day user-retention rate dropped by an astonishing 70%, and revenue fell 30%. The team discovered that it had inadvertently increased the game's difficulty by about 10%. Amazon quickly shipped a fix, but the developers wondered if making the game easier could produce large gains in retention and revenue. To find out, they ran a test with four new levels of difficulty, in addition to a control, and learned that the easiest variant did the best. After some further refinements, Amazon launched a new version—and this time users played 20% longer and revenue increased by 20%. An accident had led to a surprising insight, which became the starting point for new experiments.

Unfortunately, this kind of reaction is an anomaly. At many companies the risk associated with experiments makes managers reluctant to allocate resources to them. But the gains enjoyed by companies that have made the leap of faith should give others the courage to follow them.

Many organizations are also too conservative about the nature and amount of experimentation. Overemphasizing the importance of successful experiments may encourage employees to focus on familiar solutions or those that they already know will work and avoid testing ideas that they fear might fail. And it's actually less risky to run a large number of experiments than a small number. At Booking.com, only about 10% of experiments generate positive results—meaning that “B,” a modification that attempts to improve something (sales, repeat usage, click-through rates, or the time users spend on the site, for example), performs better among randomly assigned users than “A,” the control, which is the status quo. (In addition to A/B tests, Booking.com also runs more-complex tests that assess more than one modification at the same time.) But when you conduct a large volume of experiments, a low success rate still translates into a significant number of successes, which, in turn, diminish the financial and emotional costs of the failures. If a company does only a handful of experiments a year, it may have only one success or, if it's unlucky, none. Then failure is a big deal.

At the companies I studied, the success rate for ideas tested early in the development of a brand-new offering is even lower. Early failures, however, allow developers to quickly eliminate unfavorable options and refocus their efforts on more-promising alternatives.

In experimental cultures, employees are undaunted by the possibility of failure. “The people who thrive here are curious, open-minded, eager to learn and figure things out, and OK with being proven wrong,” said Vermeer, who now oversees all testing at Booking.com. The firm's recruiters look for such people, and to make sure they're empowered to follow their instincts, the company puts new hires through a rigorous onboarding process, which includes experimentation training, and then gives them access to all testing tools.

INSIST THAT DATA TRUMP OPINIONS

The empirical results of online experiments must prevail when they clash with strong opinions, no matter whose opinions they are. This is the attitude at Booking.com, but it's rare among most firms for an understandable reason: human nature. We tend to happily accept “good” results that confirm our biases but challenge and thoroughly investigate “bad” results that go against our assumptions.

The remedy is to implement the changes that experiments validate with few exceptions. As one director at Booking.com told me, “If the test tells you that the header of the website should be pink, then it should be pink. You always follow the test.”

Getting executives in the top ranks to abide by this rule isn't easy. (As the American writer Upton Sinclair once quipped, “It is difficult to get a man to understand something, when his salary depends upon his not understanding it!”) But it's vital that they do: Nothing stalls innovation faster than a so-called HiPPO—highest-paid person's opinion.

Note that I'm not saying that all management decisions can or should be based on online experiments. Some things are very hard, if not impossible, to conduct tests on—for example, strategic calls on whether to acquire a company.

But if everything that can be tested online is tested, experiments can become instrumental to management decisions and fuel healthy debates. Sometimes, those discussions might result in a conscious choice to overrule the data. That's what happened with one decision involving a comedy series at Netflix, which has built a sophisticated infrastructure for large-scale experimentation. According to a Wall Street Journal article published in 2018, the company's executives were torn when tests showed that a promotion featuring an image of only Lily Tomlin, one of the stars of *Grace and Frankie*, resulted in more clicks by potential viewers than promotions featuring both Tomlin and her costar, Jane Fonda. The content team worried that excluding Fonda would alienate the actress and possibly violate her contract. After heated debates that pitted empirical evidence against “strategic considerations,” Netflix chose to use images that included both actresses, even though customer data didn't support the decision. However, the experimental evidence made the trade-offs more transparent.

DEMOCRATIZE EXPERIMENTATION

As I've noted, any employee at Booking.com can launch an experiment on millions of customers without management's permission. About 75% of its

1,800 technology and product staffers actively use the company's experimentation platform. Standard templates allow them to set up tests with minimal effort, and processes like user recruitment, randomization, the recording of visitors' behavior, and reporting are automated. A core experimentation team and five satellite teams used to provide training and support to the whole organization, but because the firm's needs evolved, that structure was recently changed to four central teams that report to Vermeer and specialists (“ambassadors”) that are placed in product teams.

To get things rolling, individuals or teams fill out an electronic form, which is visible to all and includes the name of the experiment, its purpose, the main beneficiaries (customers or suppliers), related past experiments, and the number of modifications to be tried out in A/B, A/B/C, or A/B/n tests. Once an experiment is up and running, the team watches it closely for the first few hours; if its primary or secondary metrics tank quickly, the team can stop the test. After that initial period, the platform continues to automatically run data-quality checks and sends warning messages if something is odd. To encourage openness, Booking.com maintains a central searchable repository of past experiments, with full descriptions of successes, failures, iterations, and final decisions. And everyone can see the real-time information generated by ongoing experiments.

“Somewhat ironically, the centralizing of our experimentation infrastructure is what makes our organizational decentralization possible,” Vermeer explained to me. “Everyone uses the same tools. This fosters trust in each other's data and enables discussion and accountability. While some companies, like Microsoft, Facebook, and Google, may be more technically advanced in areas like machine learning, our use of simple A/B tests makes us more successful in getting all people involved; we have democratized testing throughout the organization.”

Democratization, of course, has its challenges. One is the risk that teams or individuals could break something on Booking.com's high-traffic website, causing it to crash. Another is that each team has to set its own direction and figure out which user problems it wants to solve. That requires extensive training and ongoing discussions among team members about what the right problems are. Debates are encouraged, and people reach out to colleagues if they see anything that strikes them as questionable. Just as anyone can launch an experiment, anybody can stop one. However, this happens only on the rare occasion when an experiment has gone catastrophically awry—for example, if someone is alone in the office at night and sees that an experiment is causing a key metric like the customer conversion rate to plunge and will cost the company millions of dollars in revenues if it continues.

This system gives teams the autonomy they need to try out new approaches they believe are valuable and allows people throughout the company to monitor the experiments and provide feedback in real time. It truly liberates everyone to test any idea about how to improve Booking.com's business.

BE ETHICALLY SENSITIVE

When contemplating new experiments, companies must think carefully about whether users would consider the tests to be unethical. While the answer isn't always clear-cut, organizations that fail to examine this question risk sparking a backlash. Take the weeklong experiment that Facebook ran in 2012 to learn whether emotional states were contagious on its platform. Facebook rejiggered its news feed—an algorithmically curated list of posts, stories, and activities—to see whether viewing fewer positive news stories led people to reduce their number of positive posts. The network also tested whether the reverse happened when people were exposed to fewer negative news stories. The experiment involved nearly 690,000 randomly selected users, about 310,000 of whom were unwittingly exposed to manipulated emotional expressions in their news feeds, while the rest were subjected to control conditions in which a corresponding number of randomly chosen posts were omitted.

When researchers from Facebook and Cornell University published the results in an academic journal, public outrage erupted. Facebook's data science team had been running experiments on unsuspecting users for years without controversy, but the emotional manipulation struck a nerve. Critics raised concerns about whether the participants' consent to Facebook's general data-use policy sufficed; they felt the company should have made it clearer that users could opt out of testing and that data was

collected for research. From a learning perspective, the experiment was a success: It found that emotional contagion existed online, though the effect was very small. But some users felt that Facebook had exploited them in the name of science.

Research suggests that companies that test new ideas first face greater customer scrutiny than competitors that implement new practices without conducting any experiments. In a published analysis of 16 studies in domains such as health care, vehicle design, and global poverty, bioethicist Michelle Meyer and her collaborators concluded that participants considered A/B tests to be more morally questionable than the universal implementation of an untested practice (A or B) on the entire population—even when both treatments were unobjectionable.

Clearly, ethics training and some kind of oversight are necessary. The challenge is conducting the latter in ways that don't make people overly cautious or tangle them in red tape. For those precise reasons, Booking.com has shied away from imposing rules from on high about what kind of tests can be run. Instead, it encourages employees to ask whether an experiment or proposed practice would help or hurt customers. "I'd rather stay away from policing or ethical review boards," David Vismans, Booking.com's chief product officer, told me. "That's not a scalable solution. You'd create a bottleneck, and testing police don't make people feel like they're empowered." Instead, the company encourages debates in internal online forums that are open to all employees. The debates can be vigorous and have tackled issues like the use of techniques to persuade customers to complete transactions (for example, messages such as "Please book now or you will lose this reservation" or "Only three rooms left"). "I would rather have a community that is self-correcting," Vismans explained.

To that end, Booking.com's onboarding process also includes ethics training. LinkedIn, another company with a large experimentation program, takes a slightly different approach. It has created internal guidelines that state the company won't run experiments "that are intended to deliver a negative member experience, have a goal of altering members' moods or emotions, or override existing members' settings or choices."

EMBRACE A DIFFERENT LEADERSHIP MODEL

By democratizing experimentation and following test results where they lead, companies can enable employees to make good decisions on their own and accelerate innovation and improvements. But if most decisions are made this way, what's left for senior leaders to do, beyond developing the company's strategic direction and tackling big decisions such as which acquisitions to make? There are at least four things:

Set a grand challenge that can be broken into testable hypotheses and key performance metrics. Employees need to see how their experiments support an overall strategic goal. Say Booking.com's senior leaders challenged employees to design the best online experience in the industry. They might expect that a superior experience would generate more customer traffic, which would attract more suppliers to Booking.com's platform, helping expand the customer base and activity even more. To discover ways to pursue that goal, employees could devise hypotheses and related metrics—for instance, that underlining important text would increase conversion rates by making critical information easier to find, and that a "one click, no cost" cancellation option would boost user return rates without causing net hotel bookings to drop.

Put in place systems, resources, and organizational designs that allow for large-scale experimentation. Scientifically testing nearly every idea requires infrastructure: instrumentation, data pipelines, and data scientists. Several third-party tools and services make it easy to try experiments, but to scale things up, senior leaders must tightly integrate the testing capability into company processes. Doing so requires striking the right balance between centralization and decentralization.

In centralized groups, dedicated specialists such as developers, user interface designers, and data analysts can run experiments for the entire company and focus on introducing state-of-the-art methods and tools. But if testing is limited to a small group of specialists, it will be hard to scale up experimentation and change a company's culture. In decentralized testing, firms spread specialist teams throughout different business units. While this approach expands experimentation to more parts of the organization, it can hinder knowledge sharing and lead to conflicting goals and poor coordination among specialists. Decentralization may be needed to get the

broader organization involved at first, but after that, firms should turn to improving their experimentation capabilities. That's what Booking.com did. It initially used satellite teams to spread experimentation across the company but found that they were too busy supporting users to focus on building firmwide capabilities. To address that problem and align the teams better, Booking.com recently switched to a center-of-excellence model that supports business units, standardizes the company's approach to experimentation, and makes sure that best practices are adopted and followed.

Be a role model. Leaders have to live by the same rules as everyone else and subject their own ideas to tests. "You can't have an ego, thinking that you always know best," Tans told me. "If I, as the CEO, say to someone, 'This is what I want you to do because I think it's good for our business,' employees would literally look at me and say, 'OK, that's fine, we are going to test it and see if you are right.'" Bosses ought to display intellectual humility and be unafraid to admit, "I don't know." They should heed the advice of Francis Bacon, the father of the scientific method: "If a man will begin with certainties, he shall end in doubts; but if he will be content to begin with doubts, he shall end in certainties."

Recognize that words alone won't change behavior. Ultimately, being a leader in an experiment-driven organization means letting go and empowering employees to perform their own tests—which doesn't happen by simply telling people that they can do so. It requires a concerted effort like IBM's.

In 2015 experimentation wasn't a core activity at IBM; the company's IT function offered to run tests, but they were costly, were charged back to business units, and had to follow a rigid process. The testing capacity consisted of just one specialist, who was also the gatekeeper and who rejected many proposed experiments because he felt that they weren't strong-enough candidates. As a result, the company ran only 97 tests that year. Then, Ari Sheinkin, IBM's head of marketing analytics at the time, took over experimentation and, with the backing of the chief marketing officer, empowered over 5,500 marketers worldwide to conduct their own tests. To induce them to do so, Sheinkin took a number of steps. He installed easy-to-use tools, created a center of excellence to provide support, introduced a framework for conducting disciplined experiments, offered training for everyone, and made online tests free for all business groups. He also conducted an initial "testing blitz" during which the marketing units had to run a total of 30 online experiments in 30 days. After that, he held quarterly contests for the most innovative or most scalable experiments. He also employed more-forceful tactics: IBM tied part of marketing units' budgets to experimentation plans. These efforts worked. By 2018, the number of annual tests had surged to 2,822.

CONCLUSION

Realizing the transformative power of experimentation requires a sustained commitment. Over time experiments will result in thousands of small and not-so-small changes that collectively generate huge benefits. Providing the right tools, while essential, is the easy part and isn't enough to make experimentation a way of life. Vismans put it best: "If I have any advice for CEOs, it's this: Large-scale testing is not a technical thing; it's a cultural thing that you need to fully embrace. You need to ask yourself two big questions: How willing are you to be confronted every day by how wrong you are? And how much autonomy are you willing to give to the people who work for you? And if the answer is that you don't like to be proven wrong and don't want employees to decide the future of your products, it's not going to work. You will never reap the full benefits of experimentation."

The lesson is that it's not so important whether any one experiment succeeds or fails; what matters is how decisions are adjudicated under uncertainty in an organization. They should not be based on faith or personal opinion alone. If they can be put to the test, they should be. *d*



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COMMWARD 2021 FINALISTS

This year's entries for Commward were fantastic, showcasing Bangladesh's brilliant creative works. The most effective initiatives have been hailed as game-changers in our country's creative momentum. The campaigns have the potential to elevate Bangladesh's creative ecosystem to a global level. Bangladesh is hoping to reach a new level of creativity as a result of the award.

Category	Campaign Name	Agency/Organization
Art Direction	Airtel 26th March Crack Platoon Box Design Rafinnato-A New Taste For Luxury #StayHome / Walton Mobile COVID Campaign 26 March Network campaign 2021 (4G jar duniya tar)	FCB Bitopi Sun Communications Limited Anonymea Private Ltd. MACOMM (Official Affiliate of Dentsu in Bangladesh) Grey Advertising Bangladesh Ltd.
Best Campaign By New Agency	IPDC Bornoshilpi	Madmen Digital
Best Covid-19 Response Campaign	bKash Safety Campaign Touchless Toilet	Analyzen Bangladesh Ltd. MACOMM (Official Affiliate of Dentsu in Bangladesh)
Best Media Innovation	Airtel Eid Challenge	StrateGeek
Best Use of Branded Content	bKash Presents BongoBOB	Asiatic Mindshare Ltd.
Best Use of Digital Media	Pulsar Stunt Mania	Asiatic Mindshare Ltd.
Brand Experience & Promotion	Coca-Cola Shade Bhora Friday Contest SOUP-ER MAN TECNO - Spark 5 Pro UGC	WaveMaker Bangladesh Adcomm Limited WebAble Digital
Campaign for Women	Boldly Beautiful No Tax on Period	X ACI Consumer Brands
Copywriting	Apex Thama Mana Grameenphone Online Etiquette Ispahani Mirzapore BANGLABID Season 4 series TVC Khabar Thakbe Garden Fresh - Konka	X Magnito Digital Adcomm Limited Mediacom Limited
Efficacy	Bata Sneaker Fest- Comfort in Every Style	Bata Bangladesh
Film	Clemon - Amar Borno Amar Gorbo S2 Happy 50 Bangladesh Ignite Your Spark May Day Campaign Mayer Vasha	Asiatic Mindshare Ltd. Grey Advertising Bangladesh Ltd. Lie to Eye Magnito Digital O&Z Solutions
Film Craft	Child Rights - Good Neighbors Bangladesh Dekhibar Tiyash GP-Farewell TVC	Half Stop Down Ltd. URBO FILMS Half Stop Down Ltd.
Green Campaign	Daag Ektu Laguk, Tobu Poribeshta Bachuk	Adcomm Limited
Integrated Campaign	Atongkito noe, Socheton hon SEPNIL Importance of Lemon Vitamin C Joyjatra Lifebuoy Shurokkhito Haate Shurokkhito Desh	Mediacom Limited Mediacom Limited Adcomm Limited & Mindshare Adcomm Limited, Analyzen and Mindshare
Most Effective Use of Media	Firebrand (GAL Launch) Shape Body Positivity Wifi Hut	Asiatic Mindshare Ltd. WebAble Digital Asiatic Mindshare Ltd.
Native	Clemon - Amar Borno Amar Gorbo S2	Asiatic Mindshare Ltd.
PR	Biggest Fashion Event in Bangladesh	Asiatic Mindshare Ltd. & Analyzen Limited
Small Budget Media Campaign	Airtel Simi - Boier Khela Fresh Noodles Valentine's Day Campaign - Share Kori Valobasa Mask It Up	FCB Bitopi The Big Content Ltd. WebAble Digital
Social Campaign	bKash Book Donation Campaign	Analyzen Bangladesh Limited

"An AR Experience to Power Racial Justice"

THE WALL STREET JOURNAL



THE PEDESTAL PROJECT

In 2020, racial inequalities reached a tipping point in the United States. Color of Change, the country's largest online racial justice organization, wanted to create a campaign that helped combat oppressive symbols of racism that have been glorified in towns and cities across the country.

Symbols like racist Confederate statues.

As the movement to tear them down intensified, it left behind empty pedestals in its wake. We created an Augmented Reality experience that gave people the power to place symbols of equality where symbols of racism once stood—using their phone. Featured within the experience are legendary Black Civil Rights Activists like Congressman John Lewis, Black Lives Matter Co-founder Alicia Garza and Activist Charles Miller. Whose lives and legacies are reflective of the country's long battle for Racial Justice and equality. All by repurposing an element of America's racist past for a hopeful future.

We turned each empty confederate statue pedestal into thousands of statues that stood against hate and racism.



RESULTS

48 Countries
Shared & experienced the campaign

600 Million
Media impressions

\$0 Dollars
Spent on media

*"A Refreshing New Symbol
of Equality and Progress"*
VARIETY

*"Finally, Worthy Idols
for Future Generations"*
CNN

*"This Will Transform
Our Country for the Better"*
Bloomberg



"GROUNDBREAKING"



"A FIRST-OF-ITS-KIND"



"MOVIE-MAKING AND MATCHMAKING" HAVE COME TOGETHER"

DEADLINE



"THE FUTURE OF DATING"



"GEN Z LOVES IT"



BACKGROUND

Through its now universally recognised swipe, Tinder quickly became the leading online dating platform for young people. But after seven years, Tinder faced steep competition and user fatigue, particularly among digitally native Gen Z. For them, it became a mindless pastime, not an engaging way to connect. Our goal was to give them a more meaningful way to match, while breathing new energy and cultural relevance into the brand. While we contemplated creating a traditional marketing campaign to shift perception, we realized that the most powerful tool for resetting their relationship with Tinder was Tinder itself.

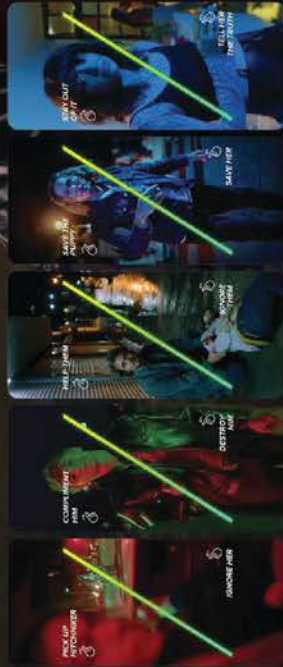
IDEA

Swipe Night is a first-of-its-kind, interactive miniseries, inside the Tinder app where you make a series of choices that drive the story forward and impact who you can match with. The choices are the key, while fun on the surface, they reveal something deep about your personality, give you a pool of more compatible users to choose from, and serve as icebreakers after the experience. Swipe Night reimagines what branded content can be. "Tinder's no brand messaging. It's pure, Hollywood-standard storytelling inside the Tinder app that serves a distinct purpose: foster more meaningful, real-world connections."

EXECUTION

It's Sunday night and you open Tinder, but instead of swiping on people, you enter a first-person POV, apocalyptic adventure where you swipe to make high-stakes, highly-revealing decisions. With just seven seconds to choose, you have to go with your gut. Each choice results in thousands of unique story paths filled with Easter eggs like celebrity cameos and features like haptic feedback, push notifications from characters, and a live-view counter to see the number of people playing. After each 5-8 minute episode, you enter Night Mode, a redesigned version of Tinder that displays everyone's choices on their profile, making it easier to match and chat. It's a game-changing hybrid of entertainment, marketing, gaming, and technology.

PART 1: YOUR CHOICES DRIVE THE STORY FORWARD



RESULTS

4 BILLION IMPRESSIONS



HIGHER VIEWERSHIP THAN HBO'S EUPHORIA, SNL AND THE BACHELORETTE



16-40% INCREASE IN TWITTER ACTIVITY



26% INCREASE IN MATCHES



12% INCREASE IN MESSAGES

PART 2: YOUR CHOICES IMPACT WHO YOU MATCH WITH (NIGHT MODE)



IN-EXPERIENCE FEATURES



THOUSANDS OF BRANCHING PLOTLINES



SIMULATED TEXT NOTIFICATIONS



MOBILE HAPTIC FEEDBACK



LIVE VIEW COUNTER

THE BABY THAT CHANGED HIV

SPERM POSITIVE: THE WORLD'S FIRST HIV-POSITIVE SPERM BANK

In 1981, HIV was a death sentence. In 1997, the virus became treatable, but beliefs about HIV never changed. To end decades of stigma, we had to prove that HIV is safe in a way the world has never seen by creating life.

On World AIDS Day 2019, we launched **Sperm Positive: The World's First HIV-Positive Sperm Bank**. The online sperm bank instantly created a global conversation and showed the world that when treated, HIV cannot be passed on – even through childbirth.

And now, Sperm Positive isn't just changing beliefs, it's changing lives. To date, 27 HIV-positive sperm donors have joined, 32 women have registered to become mothers, 4 babies are due, and at 2:05pm on January 27th, 2021, our first mother gave birth to a baby girl – the first birth from an HIV-positive sperm bank. **HIV has always been about death. Now it will be about life.**



4 BABIES
ARE DUE IN 2021

94 COUNTRIES
SHARED OUR STORY

32 WOMEN
HAVE REGISTERED
TO BECOME MOTHERS

1.8 BILLION+
AUDIENCE REACH

27 DONORS
HAVE JOINED

\$13 MILLION+
IN EARNED MEDIA
(FROM A \$10K BUDGET)

This is a photo of the first baby born to an HIV-positive sperm bank.



BBC "One of the scientific breakthroughs of the year" **The Guardian** "Sperm Positive is giving people with HIV the chance to create life" **CNN** "Unsolvable" **stuffs** "Two babies on the way, via world's first HIV-positive sperm bank"

"BURGER KING BREAKS THE MOLD"
The New York Times

"BURGER KING IS CHANGING DIRECTION"
TIME

"BRAVE IF NOTHING ELSE"
Forbes

"DISGUSTING FOR A BEAUTIFUL REASON"
Mashable

"WHAT MAKES IT GROSS, ALSO MAKES IT BETTER"
FAST COMPANY



THE MOLDY WHOPPER

Fast food brands are all doing a similar job when it comes to show real and fresh products. Beautiful burgers, over-produced photos, plenty of appetite appeal and the same old speech. As a result, it can be hard to believe that the food in these photos are actually real and free of colors and artificial preservatives. In celebration having removed those artificial preservatives and flavors from the Whopper, Burger King needed to break the mold with something unpredictable: mold. That's why we launched the Moldy Whopper. Featuring the iconic Whopper rolling through a period of 35 days. A simple and clear message to the industry, showing that our food has no preservatives. It might've gone against every convention, but it showed that mold could be a beautiful thing too.

WE REMOVED 8,500 TONS OF ARTIFICIAL INGREDIENTS THAT'S LIKE 38 STATUES OF LIBERTY PER YEAR AND WE HOPE IT CHANGES THE FAST FOOD INDUSTRY FOR GOOD

© 2020 BK

The Whopper DAY 33



THE BEAUTY OF NO ARTIFICIAL PRESERVATIVES



DAY 01



DAY 35

ESPN The South Times KATV55000

NBC The Hunt Health

Forbes

REUTERS

ILLUMI

CNN

Star

CHABC

FOX NEWS

EMPIRE

FOX

ROBERTSON

THE WASHINGTON POST

NEEDLE

OCBS

YOUTUBE

WALL

PEOPLE

YOUTUBE

OCBS

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OCBS

DAY 35, Outdoor, Grand Prix, Cannes Lions 2020-21

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Phone: +880-2-9821663
Email: info@protishabda.com
Web: <http://www.protishabda.com>

Ra'dia Media Inc.

Address: Banasree, Rampura, Dhaka
Phone: +880 1737561266
Email: radiadhk@gmail.com
Web: <http://www.facebook.com/radiamedia>

Rectangle Communications Ltd.

Address: Snowdrops, Holding 78, Road 11, Level 5, Suite
A5, Block M, Banani, Dhaka 1213
Phone: +880-2-8836116, +880 1720120390
Email: info@rectanglebd.com
Web: <http://www.rectanglebd.com>

Red Rocket Ltd.

Address: House # 145, Road # 3, Block # A, Niketon,
Gulshan- 1, Dhaka 1212
Phone: +880 1842125856
Email: info@rocket.com.bd
Web: <http://www.rocket.com.bd>

RedOrange Media and Communications

Address: House 102 (1st Floor), Road 3,
Block F, Banani, Dhaka 1213
Phone: +880-2-9872667
Email: info@redorangecom.com
Web: <http://www.redorangecom.com>

Roop

Address: 3W Gulshan Grace, Level 2, Block B, CWS(C) 8
South Avenue, Gulshan 1, Dhaka 1212
Phone: +880-2-8834088
Email: info@roopbd.com
Web: <http://www.roopbd.com>

Searchlite Communications Ltd.

Address: House # 42 Road-3, Dhaka 1229
Phone: +880 1817043963, 01833101901
Email: info@searchlitebd.net
Web: <http://www.searchlitebd.net>

Shunno Entertainment

Address: Rubi-Amena Lake View, TA-203, 1st Floor,
South Badda, Dhaka 1212
Phone: +880 1716530212
Email: wahid@shunnoentertainment.com
Web: <http://www.shunnoentertainment.com>

Space Marketing Communication

Address: Villa Balanche, House-43, Road-6/A,
Dhanmondi, Dhaka 1209
Phone: +880 1985 776 301, 01985776302
Email: space.mc@gmail.com
Web: <http://www.spacemc.com>

Spectrum Advertising Limited

Address: Floor A 2, House 14/A, Road 2,
Banani, Dhaka 1213
Phone: +880-2-9891129
Email: info@spectrumadltd.com
Web: <http://www.spectrumadltd.com>

Spellbound Leo Burnett

Address: House # 147, Lane # 1 [East], 4th Floor,
Baridhara DOHS, Dhaka – 1206
Phone: +880-2-8415140
Email: info@spellboundbd.com
Web: <http://www.spellbound-leoburnett.com/>

Step Media Ltd.

Address: House # 7, Road # 23/B, Gulshan # 1, Dhaka-1212
Phone: +880-2-9845724, 9845714,
8825755, 9880245, 8825714, 8825685
Email: info@stepmedialtd.com
Web: <http://www.stepmedialtd.com/>

Sun Communication Ltd.

Address: Rupayan Center (13th Floor),
72 Mohakhali C/A, Dhaka
Phone: +880 1787691919
Email: info@sunbd.net
Web: <http://www.sunbd.net>

The PH Factor

Address: House#18, Road#01,
Block#B, Niketon, Gulshan-1, Dhaka
Phone: +880 1810098484
Email: info@thephfactor.com.bd
Web: <http://www.thephfactor.com.bd>

Third Eye Communication

Address: House: 221, Road: 15,
4th floor, New DOHS, Mohakhali, Dhaka-1212
Phone: +880 1711526390
Email: info@thirdeye-communication.com
Web: <http://www.thirdeye-comunication.com>

Unitrend Ltd.

Address: 31/A Western Road, 1st Floor,
DOHS Banani, Dhaka-1206
Phone: +880-2-9896660, 01711816638
Email: info@unitrendbd.com
Web: <http://www.unitrendbd.com>

ZANALA Bangladesh Ltd.

Address: Level-4, BDBL Bhaban,
12 Kawran Bazar, Dhaka-1215
Phone: +880-2-8189361-2, 8189369, 01955511341
Email: info@zanala.com
Web: <http://www.zanala.com>

DIGITAL AGENCY

Aamra Inforainment Ltd.

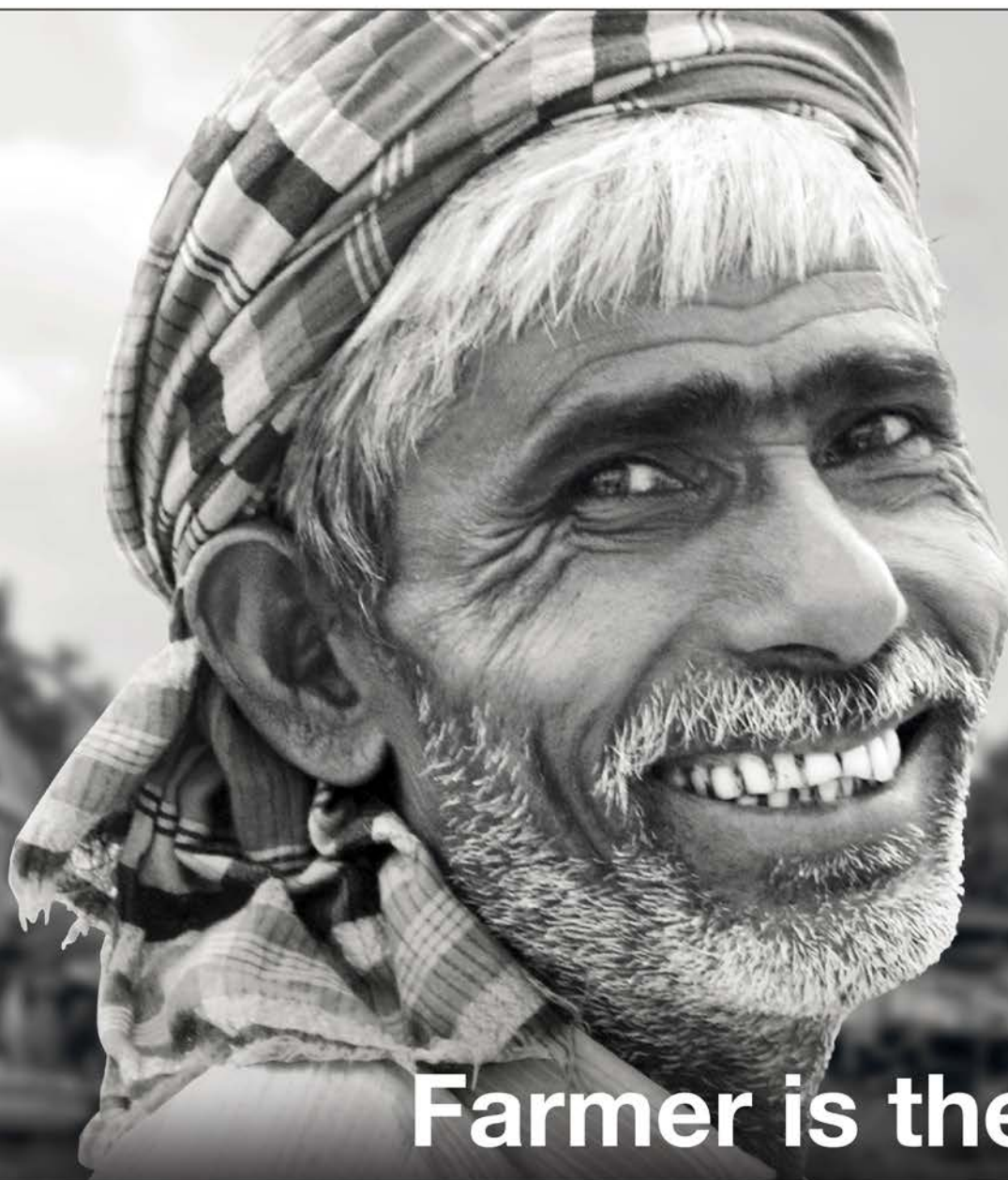
Address: Safura Tower (16th Floor), 20 Kemal Ataturk
Avenue Banani, Dhaka-1213
Phone: +880 1913 397419
Email: info@aamrainfotainment.com
Web: <http://www.aamrainfotainment.com>

Analyzen Bangladesh Ltd.

Address: Analyzen Innovation Lab, Level-1,
House-1A, Road-16/A, Gulshan-1, Dhaka-1212
Phone: +880 1713079712
Email: mail@analyzenbd.com
Web: <http://www.analyzenbd.com>

Bagher Bachcha Digital

Address: 110, Love Road, Tejgaon, Dhaka
Phone: +880-2-8870470
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Web: <http://www.bbd.digital>



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Beatnik

Address: 106 Park Road, Mohakhali DOHS, Dhaka 1206
Phone: +880 1911217981
Email: contact@beatnikbd.com
Web: <http://www.beatnik.digital>

Brandmyth Digital

Address: House 04, Road 5/1, Block A, Banasree Project, Rampura, Dhaka
Phone: +880 1678591513
Email: info@brandmythdigital.com
Web: <http://www.brandmythdigital.com>

Digidot Ltd.

Address: Asad Gate, Mohammadpur, Dhaka 1207
Phone: +880 1980340025
Email: hi@digidot.com
Web: <http://www.digidotltd.com>

GEEKY Social

Address: House: 62 (5th Floor), Road: 03, Block: B, Niketon, Gulshan-1, Dhaka
Phone: +880 1708871790
Email: contact@geekysocial.com
Web: <http://www.geekysocial.com>

Havas Digital

Address: Flat #B4, H # 257/A, Rd # 19, New DOHS, Mohakhali, Dhaka 1206
Phone: +880-2-9884482
Email: info@havasbangladesh.com
Web: <https://www.havasbangladesh.com/havas-digital/>

Iamdigital Ltd.

Address: House 15, Road 8, Gulshan 1, Dhaka 1212
Phone: +880 1743495580
Email: support@iamdigitalbd.com
Web: <http://www.iamdigitalbd.com>

Jarvis Digital Ltd.

Address: House#1A, Suite#3B, Road#16/A, Gulshan-1, Dhaka
Phone: +880 4478428777
Email: jarvis@jarvisdigitalbd.com
Web: <http://www.jarvisdigitalbd.com>

Magnito Digital Limited

Address: 3rd Floor, Road-23/B, House-7, Gulshan-1, Dhaka
Phone: +880-2-9850858, 01611699858
Email: info@magnitodigital.com
Web: <http://www.magnitodigital.com/>

Melonades

Address: House No: 8/A, Road: 143, Gulshan-1, Dhaka-1212
Phone: +880-2-55045100
Email: info@melonades.com
Web: <http://www.melonades.com>

Notionhive

Address: House 42A, Apartment 2A, Road 7, Sector 3, Uttara, Dhaka
Phone: +880 1305303120
Email: hello@notionhive.com
Web: <http://www.notionhive.com>

OnZ Solutions

Address: Haji Villa, Ja 89, Dhaka
Phone: +880 1924605708
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: +880 1612309290
Email: contact@purplebot.digital
Web: <http://purplebot.digital/>

Senseforweb

Address: House 19/1, Road 28, Dhanmondi, Dhaka 1209
Phone: +880 1706000060
Email: info@senseforweb.com
Web: <https://www.senseforweb.com/>

Starcom Bangladesh

Address: Flat 302, House 15, Road 128, Gulshan 1 1212 Dhaka, Dhaka Division
Phone: +880-2-48810450
Email: starcombd01@gmail.com
Web: <http://www.starcomwww.com/>

Subcontinental Media Pvt Ltd.

Address: Profficio, Ihaqs Tower (8th Floor), Ga28/8d Mohakhali C/A Bir Uttam A K Khondakar Road (Opposite to BRAC Building) Gulshan, Dhaka 1212
Phone: +880 1862260427
Email: info@subcontinentalmedia.com
Web: <http://www.facebook.com/subcontinentalmedia/>

Tanjid's Studio

Address: House 8 Road 2, Mohammadi Housing Limited, Mohammadpur, Dhaka 1207
Phone: +880 1788888844, 01778994466
Email: info@tanjid.com
Web: <http://www.tanjid.org>

The Mighty Byte Ltd.

Address: Plot 180, Block B, Bashundhara R/A, Dhaka 1229
Phone: +880-2-8845133
Email: hello@mightybyte.com
Web: <http://www.mightybyte.com>

Trends Bird Limited

Address: House 14 , Road 13, Sector 03, Uttara Model Town, Dhaka – 1230
Phone: +880-2-48950492
Email: hello@trendsbird.com
Web: <http://www.trendsbird.com/>

Unifox Digital Limited

Address: Level 2, House 57, Road 4, Block C, Banani, Dhaka
Phone: +880-2-9872171
Email: unifoxdigital@gmail.com
Web: <http://www.unifoxdigitalmedia.com>

WebAble Digital

Address: House 10/A, Road 4, Gulshan-1, Dhaka-1212
Phone: +880 1794777103
Email: hi@webable.digital
Web: <http://www.webable.digital>

Webpers Ltd.

Address: H-12, Road-2/B, Sector 05, Uttara, Dhaka 1230
Phone: +880-2-48950655, 01755602828
Email: info@webpers.com
Web: <http://www.webpers.com>

X Solutions Ltd.

Address: House 40, Road 20, New DOHS, Mohakhali, Dhaka 1206
Phone: +880 1678000008
Email: hello@justanx.com
Web: <http://www.justanx.com>

EVENTS & ACTIVATION

Asiatic EXP/ Asiatic 3Sixty

Address: House 41, Road 27, Block A, Banani, Dhaka
Phone: +880-2-9872364
Email: info@asiaticexp.com
Web: <http://www.asiaticexp.com>

Activist Communications Ltd.

Address: House 82/1 (3rd Floor), Road 2, Block A, Niketon, Gulshan 1, Dhaka 1212
Phone: +880 1711369837
Email: activistbd.ig@gmail.com
Web: <http://www.activistbd.com>

Blues Communication Ltd.

Address: Plot: 3880, Solmaid, Bhatara 1212 Dhaka
Phone: +880-2-55042341
Email: info@bluescomm.com
Web: <http://www.bluescomm.com>

Habson Communication Ltd.

Address: House # 230, New DOHS, Lake Road-16, Mohakhali, Dhaka-1206
Phone: +880 9678722466
Email: admin@habson.org
Web: <http://www.habson.org/>

Integrated Marketing Services Ltd. (IMS)

Address: House # 13, Road-4, Block-F, Banani Chairmanbari, Dhaka-1213
Phone: +880 1972288772, 01672054154
Email: anik@ims.com.bd
Web: <http://www.facebook.com/pages/IMS-Integrated-Marketing-Services-Ltd>

Market Access Providers Ltd.

Address: House 8, Road 23/C, Gulshan 1, Dhaka 1212
Phone: +880-2-8818560
Email: info@marketaccessgroup.biz
Web: <http://www.marketaccessgroup.biz>

Response Ltd.

Address: House#289 (3rd & 4th Floor), Road#19/B, New DOHS, Mohakhali, Dhaka
Phone: +880-2-9887539, 01713015916
Email: info@responsebd.com
Web: <http://www.responsebd.com>

Sky Tracker Ltd.

Address: House 147, Road 1(east side), Baridhara DOHS, Dhaka 1206
Phone: +880-2-8416316
Email: skytracker@skytrackerbd.biz
Web: <http://www.skytrackerbd.biz>

Spotlight Event Management Ltd.

Address: Plot No 180, Block B, Bashundhara R/A, Dhaka
Phone: +880-2-8845133
Email: rakesh@spotlightbd.biz
Web: <http://www.spotlightbd.biz>

Watermelon Communication Ltd.

Address: House 14/1, Road 4, Dhanmondi R/A, Dhaka 1205
Phone: +880 1919264001
Email: mnh@nazmulhassan.com
Web: <http://www.watermelonbd.com>

Windmill Advertising Ltd.

Address: Millennium Castle, House # 47 (8th Floor), Road # 27 Banani, Dhaka 1213
Phone: +880 9612-300400
Email: info@windmillbd.com
Web: <http://www.windmillbd.com>

PRODUCTION HOUSE

Ant Network

Address: House 75, Road 4, Niketon, Gulshan -1 Dhaka
Phone: +880 1911129213
Email: info@antnetwork.co.uk
Web: <http://www.antnetwork.co.uk>

Apple Box Films Ltd.

Address: 25/B, Road 18, Block B, Banani 1213, Dhaka
Phone: +880 1713033766
Email: mail@appleboxfilms.net

Chabial

Address: Baridhara DOHS, Dhaka - 1212
Phone: +880 1713033766
Email: chabialbd@gmail.com
Web: <https://www.facebook.com/Chabial/>

Dope Productions

Address: House 110, Flat A3, Road 2, Block A, Niketon, Gulshan 1, Dhaka
Phone: +880 1756407517
Email: contact@dopeproductions@gmail.com
Web: dopeproductionsbd.com

FaceCard Production

Address: 110, Road 2, Block B, Niketon, Gulshan 1, Dhaka
Phone: +880 1793315511
Email: shovon.facecard@gmail.com
Web: <http://www.facebook.com/FacecardPro/>

Film Noir

Address: House 106/B/1, Road#4, Mohammadia Housing Ltd., Mohammadpur, Dhaka
Phone: +880 1818542210
Email: info@filmnoirbd.com
Web: <http://www.filmnoirbd.com>

Freefall Studios Ltd.

Address: House 2, Road 5, Niketon R/A, Gulshan 1, Dhaka
Phone: +880-2-8834610
Email: freefall@freefallstudios.tv
Web: <http://www.freefallstudios.tv>

Half Stop Down

Address: House 42 (8th floor), Road 1, Block A, Niketon, Gulshan 1, Dhaka - 1212
Phone: +880-2-8834421, 8835279
Email: info@halfstopdown.com
Web: <http://www.halfstopdown.com>

Karkhana Productions

Address: F-16, Road No# 12, Niketon Housing, Gulshan-1, Dhaka
Phone: +880 1716723131
Email: contact@karkhanaproductions.com
Web: <http://www.karkhanaproductions.com>

Kino Films

Address: 204/B Gulshan Tejgoan Link Road, 3rd Floor, Dhaka
Phone: +880-2-9856514
Email: kinofilmsbd@gmail.com
Web: <https://www.facebook.com/KINOFILMSBD/>

Motion Rock Entertainment

Address: Road 2, House 73, Block A, Level 8A, Niketon, Dhaka
Phone: +880 1196066666
Email: admin@motionrockentertainment.com
Web: <http://www.motionrockentertainment.com>

Maverick Studios

Address: 50 Lake Circus (Dolphin Goli), Kalabagan, Dhaka
Phone: +880 1844096400
Email: info@maverickbd.com
Web: <http://www.mrvk.tv>

Outcaste Films

Address: Flat C5 House 07, Road 2/2-1C, Banani, Dhaka
Phone: +880-2-985 2852, 01919347826
Email: outcastefilms@gmail.com
Web: <https://www.facebook.com/outcastefilms/>

Prito Reza Production

Address: House-40 (Flat # A2) , Road-05, Block-G, Banani, Dhaka-1213
Phone: +880 1973311177
Email: pritoreza@gmail.com
Web: <http://www.pritoreza.com>

Runout Films Ltd.

Address: House#27, Road#1, Block-A, Niketan, Dhaka 1212
Phone: +880 1736671518
Email: runout.films@yahoo.com
Web: <http://www.runoutfilmsbd.com>

Shunno Entertainment

Address: Rubi-Amena Lake View, TA-203, 1st Floor, South Badda, Dhaka 1212
Phone: +880 1716530212
Email: info@shunnoentertainment.com
Web: <http://www.shunnoentertainment.com>

Studio Bangi

Address: House # 16, Road 3, R/A, Dhaka 1205
Phone: +880 1687327174
Email: studiobangi@gmail.com
Web: <https://www.facebook.com/studiobangi/>

Team YOLO

Address: 2nd Floor, House 73, Road 2, Block A, Niketon, Dhaka
Phone: +880 1674443473
Email: yolocommunications@gmail.com
Web: <https://www.facebook.com/TeamYoloOfficialPage/>

Tinsel Town Films

Address: House 31, Road 1, Block A, Niketon, Dhaka
Phone: +880 1712483513
Email: info.tinseltownfilms@gmail.com
Web: <http://www.facebook.com/tinseltownfilms>

MediaAxis, Official Affiliate of Carat/Dentsu in Bangladesh

Address: House # 57/B, Road # 15/A (New), 26 (Old), Dhaka 1209
Phone: +880-2-9127907
Web: <https://www.facebook.com/mediaaxiscarat>

Mediavest Bangladesh

Address: Plot-15, Block-A, Bashundhara Main Road, Bashundhara RA, Dhaka
Phone: +880-2-8402638 - 39
Web: <http://www.mediavest.com>

Mindshare Bangladesh/ Asiatic 3Sixty

Address: Millennium Castle (1st Floor), House # 47, Road # 27, Block # A, Banani, Dhaka - 1212
Phone: +880-2-55035525
Email: info@mindshare-bd.com
Web: <http://www.mindshare-bd.com>

Top of Mind

Address: House 8/A, Road 143, Gulshan 1, Dhaka 1212
Phone: +880-2-55045100
Email: info@topofmindbd.com
Web: <http://www.topofmindbd.com>

MEDIA AGENCY

Havas Media Bangladesh Ltd.

Address: Flat#B4, House#257/A, Road#19, New DOHS, Mohakhali, Dhaka 1206
Phone: +880-2-9884482
Email: s.baly@havasmedia-bd.com
Web: <http://www.havasmediagroup.com>

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: <http://www.maxusglobal.com.bd>

MEC Bangladesh/ Asiatic 3Sixty

Address: Millennium Castle (Level 3), House no. 47, Road no. 27, Banani, Dhaka 1213
Phone: +880-2-8832447
Email: info@mecglobal-bd.com
Web: <http://www.asiatic360.net/mec>

PR AGENCY

Backpage PR

Address: Flat 302, House 15, Road 128, Gulshan 1, Dhaka
Phone: +880 1790442222, 01711121619
Email: azam@backpagepr.com
Web: <http://www.backpagepr.com>

Concito PR

Address: Level-4, House-13, Road-7, Block-F, Banani, Dhaka -1213
Phone: +880-2-55042273, 01714005577
E-mail: info@concitopr.com.bd
Web: <http://www.concitopr.com.bd>

Forethought PR

Address: House: 31 (7th Floor), Road: 06, Block: C, Banani, Dhaka, Rd No. 7A 1, Dhaka 1213
Phone: +880-2-9872969, 01713191383
Email: ikram_mayeen@forethoughtpr.com
Web: <http://www.forethoughtpr.com>

Impact PR

Address: Apartment A1, House 17,
Road 4, Gulshan 1, Dhaka 1212
Phone: +880-2-9841263, 8855619, 9889739
E-mail: info@impactpr.info
Web: <http://www.impactpr.info>

Masthead PR

Address: House 8/A, Road 143, Gulshan 1, Dhaka 1212
Phone: +880-2-55045100
Email: info@mastheadpr.com
Web: <http://www.mastheadpr.com>

TBWA\Benchmark

Address: House: 9, Road: 16, Gulshan 1, Dhaka
Phone: +880 1713000732, 9860067
Email: ashraf@tbwabenchmark.com
Web: <http://www.tbwabenchmark.com>

TurnUp PR

Address: Apartment 4B, House 31,
Road 10, Block G, Banani
Phone: +880 1977722411
Email: hello@turnuppr.com
Web: <http://www.turnuppr.com>

OTHER AGENCY

Colours FM 101.6

Address: 67/4, Pioneer Road, Kakrail, Dhaka
Phone: +880 9610161016
Web: <https://www.colours.fm/>

Radio Foorti Ltd.

Address: 12-14 DIT II Cir, Dhaka 1212
Phone: +880-2-8835747
Email: feedback@radiofoorti.fm
Web: <http://www.radiofoorti.fm>

Radio Shadhin 92.4FM

Address: Asiatic Centre, House 63, Road 7B, Block H,
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Phone: +880 171001100
Email: hello@radioshadhin.com
Web: <http://www.radioshadhin.fm>

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