

COMPANY PROFILE



+88 028415799



+88 01614444001



Apt. #407(lift-5),Lane #07(west),
Baridhara DOHS, Dhaka-1206,Bangladesh.



info@djinnibd.com



www.djinnibd.com

TABLE OF CONTENT

- About Us? _____ 1
- Why Choose Us? _____ 2
- How We Do It. _____ 3
- Our Services _____ 3
- Out-of-Home Adve: _____ 4
- Billboards. _____ 4
- Digital Displays. _____ 4
- Transit Advertising _____ 4
- Event Management. _____ 5
- Media Production. _____ 5
- Motion & Graphic Design _____ 6
- Print & Manufacture. _____ 6
- Copywriting _____ 7
- Media Buying _____ 7
- Research Services. _____ 7
- Digital Marketing _____ 8
- Social Media Marketing _____ 8
- Influencer Marketing ... _____ 8
- Website & App Development. _____ 8
- SEM, SEO, Email & SMS _____ 8
- Brand Development. _____ 9
- Brand Management. _____ 9
- Contacts... _____ 9



COMPANY **ABOUT US**

PROFOUND DIFFERENCE THROUGH MEANINGFUL CHANGE.

Digital Jinni is a full-service marketing agency based in Bangladesh. Since 2015, we have been adding value to Bangladeshi businesses by understanding Bangladeshi consumers and effectively communicating with them. Our touch is evident all over the country. We have helped over 50 brands in reaching the right customer, increasing exposure, surpass competitors, and driving sales their way.

AN AGENCY ON **A MISSION**

_____ Distinguished service through
concrete value

Our mission is to offer a distinguished marketing service for businesses within the Bangladesh market. We believe that knowledge, integrity, and honesty make the core of this distinction. These qualities are manifested through the composition of our team and its culture.

AN AGENCY WITH **A VISION**

_____A leader through knowledge,
technology and culture

Our vision is to become the best marketing agency in the region through knowledge, technology, and exemplary corporate culture. We aspire that our methodology will influence businesses on so many levels that we become a synonym for Ideal Marketing Partner.

WHY **CHOOSE US?**

WE ARE A TO Z

We are a full-service agency, providing Market Research, Event Management, Media Buying, Media Production, Digital Marketing, Brand Development, and Management, as well as Out-of-Home Advertising: One point of contact to cater to your marketing needs whether assessment, ideation, strategizing, execution, monitoring or evaluation.

WE ARE DEEP-ROOTED

With its international and local experts, our team makes a powerful mixture of strategists and pragmatists with an extensive network across all regions of Bangladesh. Amongst our crew are former executives in the digital marketing, and advertising industries. As a result, we leverage exclusive privileges, connections, and resources to offer our clients unique services and unmatched quality.

WE INVEST IN KNOWING

We put in the effort to know before we act to guarantee you the most value for your investment. For each task, we perform a thoughtful assessment, do sufficient research, and rely on solid insights, without compromising agility.

HOW WE DO IT

Digital Jinni's way is honesty in delivering assessments, setting goals, executing tasks, monitoring performance, evaluating progress, and learning from experience.

PLANS, TIMEFRAMES & MEASURABLES

Whether single requests or year-long campaigns, our clients are presented with clear action plans. They'll have solid timeframes and measurables to track the progress.

QUALITY CONTROL

Our internal auditing mechanism ensures several filtration layers. This way, the result amounts to delivering only the crème de la crème to the client.

INVOLVEMENT & FOLLOW-UP

Our clients are involved in every step along the way. Because we are wired for long-term contracts and retained customers, we assign an Account Manager to cater to our client's needs. In addition, they will receive regular status reports, supported by figures and visuals.

OUR SERVICE

Digital Jinni features nearly a decade of consultation, strategies, tools, and solutions that enabled numerous businesses to achieve goals and exceed expectations.

OUT-OF-HOME ADVERTISEMENT

Digital Jinni helps you advertise in public spaces in an optimized way. We have a variety of options, whether buildings, streets, malls, or vehicles. Even better, we have ownerships and exclusivities of numerous mediums in key locations across Dhaka cities.

- ☐ We advise regarding the geographic locations most suitable for your goals.
- ☐ We design captivating visuals with powerful messages.
- ☐ We offer strategic locations with high exposure and traffic.
- ☐ We guarantee engineered placement so your ads can't possibly be missed.

BILLBOARDS

Quality print. Weather-resistant.
Regularly maintained.

From roads, squares, and bridges to traffic signs, building facades, malls, and bazaars, your next billboard is ready to host your ad.

DIGITAL DISPLAY

Large. HD. Images & Videos.

We offer indoor and outdoor digital displays in prime locations across Iraq. Amongst our locations are malls, university campuses, main roads, and facades.

TRANSIT ADVERTISING

Taxis. Small Buses.
Large Buses.

They might miss their ride, but they won't miss your ad. Turn your ad into a giant on wheels and release it in the streets.

EVENT MANAGEMENT

Each event is
a whole new story.

We were frequently described as the most active and effective event planning and management provider in Iraq. We have conducted over 100 events for international and regional brands within the scope of brand activation, product launch, and sampling, grand openings, conferences, entertainment and promotions.

No matter the type or size of your aspired event, either we have done it before, or we have a good idea of how to do it.

MEDIA PRODUCTION

Make them see
the world the way you do.

From light social media videos to large-scale tv and radio commercials, we blend photography, videography and sound design using next-gen tools and artistic viewpoints. The the result is charming communication that inspires, persuades, and converts.

MOTION & GRAPHIC DESIGN

One-stop creator of all the visuals
your business needs.

Digital Jinni combines art and science to elevate graphic design to the next level. The importance of visuals in communication is skyrocketing. Colors, shapes and techniques are major influencers on how convincing your business looks to buyers, investors and stakeholders.

Entrust your business visuals to the communication veterans at Digital Jinni. From identity themes and still images to edited and animated videos, we create unique, professional and consistent graphics. Need designs of collaterals and stationery? Want to capture social media's attention with stunning panoramas, aerial views, time-lapses and slo-mos? You can count on us.

PRINT & MANUFACTURE

Your scene, your rules.

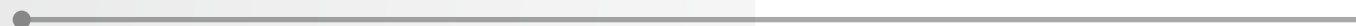
We have privileges and partnerships with a refined network of reliable print houses and manufacturers both in Bangladesh and abroad. From booklets, collaterals, stationery, and packaging to BTL and ATL, we deliver superior prints. In addition, we exhibit a track record of supreme interior decorations, signages, event accessories, and multipurpose props and assemblies.

COPYWRITING

Words that resonate
and influence.

Strong content should be adaptable to the context while preserving a unified corporate voice. Moreover, the text should be tailored to persuade, attract, inspire, command, or empathize, depending on the situation.

Digital Jinni distinguishes itself via its deep understanding of the Iraqi market and culture. We write, translate and proofread to deliver a powerful text that resonates within this market. Our in-house experts cover English and Bangla professionally and fluently.



MEDIA BUYING

Fine-Tune Your Mediums

Whether the medium is TV, Radio, Print, OHH, or Online, We handle all aspects of Media Buying. From target definitions all the way to research, sourcing, implementing, and monitoring, we will do it on your behalf and keep you updated via status reports.



RESEARCH SERVICES

A decade of supporting
informed decision-making.

Market Analysis Market size & share Competitive Analysis Customer Analysis Dynamics & Growth Drivers SWOT Analysis	Brand Audit Customer Satisfaction Net promoter score Brand Awareness	Product Development Needs Assessment Blind Test A/B Testing User Experience
--	--	--

DIGITAL MARKETING

Influencer Marketing

Digital Jinni helps you create, grow and maintain They are popular. Followed and trusted by tens of millions. Through our your business's online persona. network of both micro and macro influencers, we make sure the right person is promoting your brand based on your communication strategy.

Social Media Marketing

We manage your social media accounts on your behalf. We create rich content calendars crafted to influence, promote and sell. We handle community engagement, ad campaigns, and data analysis across numerous social media platforms.

WEBSITE & APP DEVELOPMENT

Your website is your own kingdom. Not only does it make your business available to millions of internet users, but also gives it personality, charisma, and authority. Add to that a mobile application with useful features, and everyone will be walking around with your brand in their pockets.

SEM, SEO, EMAIL & SMS

We help you make the most of search engines. Our Search Engine Marketing (SEM) service promotes your website to the sponsored part of Google search results. Our Search Engine Optimization (SEO) service guarantees advanced placement among these search results. In addition, we help you blast-share your services, offers, or announcements via bulk email and SMS campaigns.

BRAND DEVELOPMENT

_____The small details that paint the bigger picture

Brand identity determines how your business will appear and function both internally and to the outside world. How will it look and feel? What will it tell? What will the first impression be? Will it stick to memory? Entrust Digital Jinni with shaping your business Identity.

The identity package starts with business naming, logo design, and slogan creation, extending all the way to business cards, letterheads, signatures, collaterals, stationery, uniforms, and decorations. These are the small details that paint the bigger picture, and it's important that they are consistent and professional.

BRAND MANAGEMENT

_____Maximizing the brand's value through smart management

From start-ups all the way to scaling and mergers, any brand has a lifecycle. During each of these phases, professional brand management is needed to deliver the right message, make the most effective communication and keep consistent goals.

We strategize, implement and evaluate brand management. We have had the pleasure of helping key brands through agile actions and valuable insights. From launchings to monitoring reputation, augmenting corporate spirit, creating activity calendars, analyzing past performance, and many more.

THANK YOU
FOR CHOOSING
DIGITAL JINNI



+88 028415799



+88 01614444001



Apt. #407(lift-5),Lane #07(west),
Baridhara DOHS, Dhaka-1206,Bangladesh.



info@djinnibd.com



www.djinnibd.com