



Intro to WebAble 2021

Company Profile

We

We create Impact-driven marketing
communications & technology solutions.

About us



History

WebAble was founded in 2013 as one of the pioneer digital agencies in Bangladesh and has grown into a full-service agency driven by a team of passionate young creative minds.

Led by Founders, Ovick Alam, Syed Shadab Mahbub, and Anis Hannan Chowdhury, WebAble has worked with some of the largest brands and helped them create award-winning marketing communications and technology solutions.

Our mission is simple - create impactful campaigns that make a difference. We are transparent, open, and work in a collaborative environment.

We are currently a 80 people creative powerhouse with a serious servicing team, crazy strategic planners & copywriters, and a badass production team of developers and visual creators.

Last but not least, it's pronounced like "Web-Able"

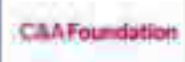
Certifications & Badges

Being a fairly new industry our team is always up to pace with the latest technology in digital space and we collaborate with the best in the industry. (Also, our management makes us do this.)



Our lovely Clients

Got a Project? Drop a line at hi@webable.digital



Partial Client list

Aarong	Bombay sweets	Frutika	Mercedes	Royal Norwegian Embassy
Aarong Dairy	BRAC	GAIN	Metlife	Ruchi
Abul Khair	BRAC Bank Ltd	GLOBATT	Mitsubishi	Sajeeb Group
ACI Limited	British Council	Guardian Life	Mojo	Sajida Foundation
ACI Logistics	BYLC	Heidelberg Cement	Momen Real Estate	Savlon
Action Aid BD	C&A Foundation	Holcim	Navana Engineering ltd	Scan Cement
AK Khan	CARE Bangladesh	IFAD Autos	Nivea	Sensation
Akij Food & Beverage ltd	CEAT	IFAD Multiproducts	Olympic Industries Limited	Seven Rings cement
Alibaba	Chittagong Vikings	IFC Water Resource	OMERA	SMC
Apex	Commward	IOM	Pickaboo	Sun chips
ASUS	CONCORD Real Estate	IPE Development	Puma	Sunlite
Bangladesh Brand Forum	DBBL	iSocial	Purnava	Symphony
Banglalink Vibe	DBL Ceramics	JAAGO Foundation	Pusti	TECNO
Banglar Thala	DELL	Kaspersky Bangladesh	Radhuni	The Daily Star
Bata	Denim Expert	Lafarge	Rahimafrooz Solar	UNDP
Best Electronics	dnet	LG Butterfly	Rancon Motors	UNB
BEXIMCO	Economics Relations Division	Lucas	Ranks Real Estate	Viber
BGMEA	Elite Force	Lysol	Reboot - Elite Group	WaterAid Bangladesh
Bikroy.com	Fantasy Kingdom	Mahindra	Reckitt Benckiser	Yellow Clothing
bKash	Foy's Lake	Matador	Robi	Young Bangla

Awards and Recognition

We're not in it for the awards, but it's nice to get them. We have received Commwards, Digital Marketing Awards, Agency of the year and many more awards.





We are equipped with the latest production tools and technology. Our in house team of planners, developers, visualizers, and production team are ready to handle projects at any scale

Services – What do we actually do?

Our Lean, interdisciplinary teams work in close collaboration with clients, helping them to solve their user's biggest problems.

Strategy

- Brand Consulting
- Brand Strategy
- Data & Analytics
- Media Strategy
- Reporting
- Campaigns



Technology

- User Experience
- Artificial Intelligence
- Website & Landing pages
- Partnership
- Product Development
- Innovation



Marketing

- Social Media
- Performance
- Brand & Reputation
- Relationship Marketing
- Events
- Production



Social

- Advocacy
- Training
- Knowledge Management
- Behavior Change Climate
- Social Strategy
- Social Campaigns



Media Approach



Still in doubt?

See our Work



CASE STUDIES

DBL Ceramics – Experience Versatility

CLIENT

DBL Ceramics

INDUSTRY

Ceramics Tiles, Home Decor

DELIVERABLES

Integrated Campaign with Jaya Ahsan

CHALLENGE

To do something different than typical communication when it comes to Celebrity Endorsement

OUTCOME

Launch Jaya Ahsan as the face of DBL Ceramics



#ExperienceVersatility

CASE STUDIES

Strategy

THE OBJECTIVE

The purpose behind such a campaign was to promote the brand offering through showcasing the various tile products/series/categories in different ambiances – while engaging its audiences to create talkability, drive interest and generate leads.

CORE IDEA

We wanted to break the clutter of typical communication from the industry. So we looked into DBL Ceramic tiles and classified the USPs as Luxurious, Functional and Versatile

Our strategy was to create a face for the brand matching the persona. After closely evaluating, we matched with Jaya Ahsan, one of the most versatile actress in the industry. Our Big Idea was to promote DBL ceramics and Jaya's VersaTILE Persona together.

DBL Ceramics helps compose that perfect environment for its users to #ExperienceVersatility

"EXPERIENCE VERSATILITY"



PROMOTIONS

Promotion

1 OVC
5 Webisodes
Carousels

Upon launching each individual webisode content, what followed through was a carousel content, to continue displaying the array of tile series to strengthen the overall notion of the campaign. In other words, since the entire campaign was about driving the essence of experiencing versatility, a carousel content was the most ideal way to showcase how the brand has dedicated categories and textures to choose from, with due respect to the ambiances and user demands (in relation to that specific ambiance being featured for that webisode timeline).

Also, these carousel contents continued to direct user clicks to the same designated landing page.

Impact:

A total of 500 leads were generated from the landing page out of which 15% converted ; Resulting in to more than 10,00,000 (Number to be confirmed by client soon) sq.ft of tiles were sold through the help of the campaign





RESULTS

Impact in numbers

32 M

VIEWS

57 M

IMPRESSIONS

798 k

CLICKS

500

LEADS GENERATED

1M Sq Ft

UNITS OF TILES SOLD

11 M

REACTIONS



versatility

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info@dbi.com

Website
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CASE STUDIES

APEX

CLIENT

Apex

INDUSTRY

Footwear, Leather

OBJECTIVE

Generate sales from the e-commerce platform during Eid ul Adha

CHALLENGE

The main challenge was the Pandemic

OUTCOME

Record Sales with lowest CPO



Strategy

BACKGROUND

Operating for many years in the retails Apex footwear limited is a known & trust worthy brand with a good offline sales traction before COVID. However the pandemic became a roadblock for the brand's tremendous momentum. To adapt to the situation we decided to drive these potential sales to their eCommerce platform with a monthly media budget of \$8K - \$10K and the help of the CRM database generated from offline sales

CHALLENGE

Major Challenge being the pandemic we were also facing the challenge of not having enough creative insights to drive online sales and a very high cost per order (CPO) in terms of online sales

"DRIVING TRAFFIC"



CASE STUDIES

Strategy

IDEA

The integrated campaign ran on Facebook, Instagram, Messenger and Google Search Network

The team also created a message button that directed people to the Apex chatbot or the website where they could see the details and buy the product. Making messages easy.

The team leveraged Facebook's Machine Learning AI to drive sale through dynamic prospecting ads and Retargeting ads

TARGETING

To ensure it reached the right people, Apex used their CRM database to build custom audience sets

It then segmented its audience based on previous purchase history and served them personalized ads

The team also created a lookalike audience based on its custom audience ensuring people similar to their best customers also saw the ads.

To tie it all together we used facebook pixel to deliver more accurate ads to real people



RESULTS

Impact in numbers

118K

TRAFFIC GENERATED

7000

ADD TO CARTS

3500+

ORDERS IN 3 WEEKS

\$1.81

COST PER ORDER

AND RECORD E – COMMERCE SALES



CASE STUDIES

SMC Condom Portfolio

CLIENT

SMC

INDUSTRY

Health & Wellness

DELIVERABLES

Social Media

CHALLENGE

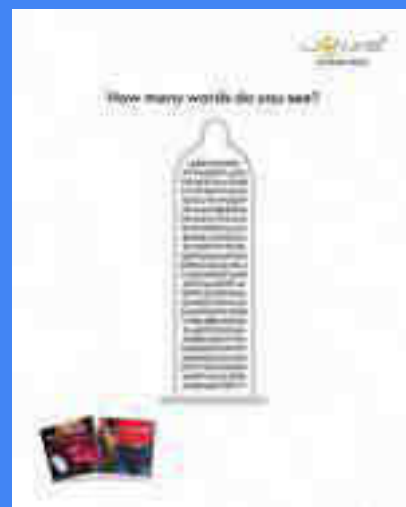
Create communication around sex education, family planning and increase the conversation on protection while increasing brand awareness

OUTCOME

Creating hype around 4 condom brands on social media and increase brand awareness, engagement and reach









XTREME™
Premium Condoms

ISOLATE
YOURSELF

NOW IS
NOT THE TIME
TO BE XTREME

XTREME™
Premium Condoms

भरसका जखत घाते बाकार
EXTENSIVE PROTECTION

Which position
you should try?

Screen shot to find
XTREME™
Premium Condoms



CASE STUDIES

BANGLADESH FASHIONOLOGY SUMMIT

CLIENT

Bangladesh Apparel Exchange

INDUSTRY

Social, RMG, Development

DELIVERABLES

Event Activation

CHALLENGE

Create a memorable fashion event displaying technology, innovation and knowledge

OUTCOME

Pulling off an event brings together the parts of apparel and fashion industry innovation ecosystem from around the globe in one place



Brac Bank

CLIENT
GARY

Banking & Finance

Contents for Facebook & Instagram Social Media

To increase credit card sales within a time crunch – at the time of Eid

93 crore BDT revenue achieved through online sales

93 CRORE TAKA CREDIT CARD SALES



Strategy

Our campaign was to run for 3 weeks only. We wanted to make "biteable" video content that was visually compelling to maximize purchases. We focused on communicating our core message with precision in only 10 seconds on Facebook & Instagram.

From small screens to big ones, we wanted to look great everywhere. So we created 6 ten-second short videos to appeal to the different customer segments.

Videos featured the offers using attention-grabbing techniques & visual cues such as color gradation & background tunes.

To optimize our media placement, we geo-targeted customers who fell within the radius of the restaurants, shops, and other retailer partners.

We initially focused on the age group 18 - 44 but based on the results of our best performing ad-sets, we gradually narrowed the age group down to 25-34-year-olds.

We optimized to show our ads pre - Iftar (3:00 PM - 6:00 PM), post - Iftar (7:00 PM - 8:30 PM) and Seheri (10:00 PM - 12:00 AM).



2.3M

REACH

600K

ENGAGEMENTS

3.3M

IMPRESSIONS

WINTER YELLOW



WINTER

WINTER



WINTER YELLOW



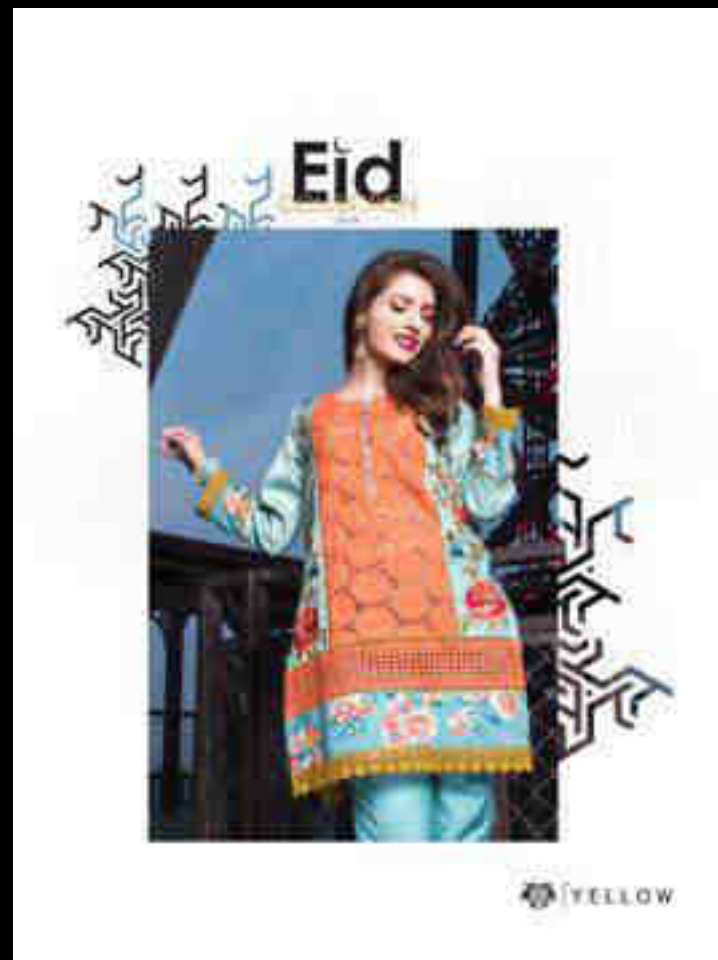
WINTER

Now in stores

BUY NOW



WINTER YELLOW



taaga

Curious



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shoes
that speak
your
attitude



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આપણે બદલે

STAY
HOME
STAY
ACTIVE



Sprint

એપેક્સ Apex

FIND SOLEMATE



એપેક્સ Apex

10%
EXTRA
OFF*

On Minimum Spend

At Selected Discount Stores

Excludes taxes & postage

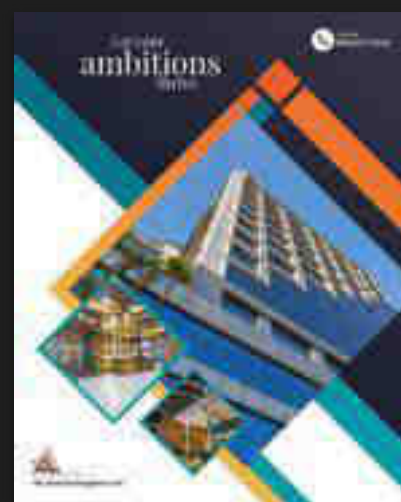


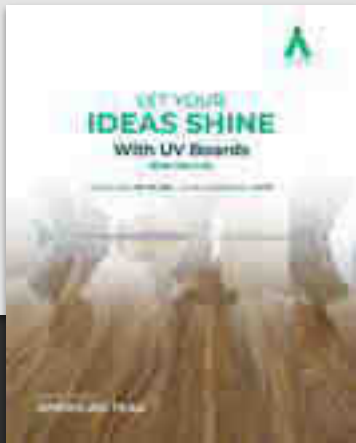


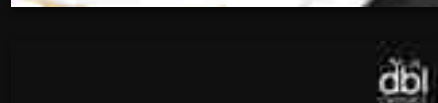


স্ক্যানসিমেন্ট
দিয়েই তৈরি হচ্ছে
পদ্মা
সেতুর
নতুন কপঠাঘো





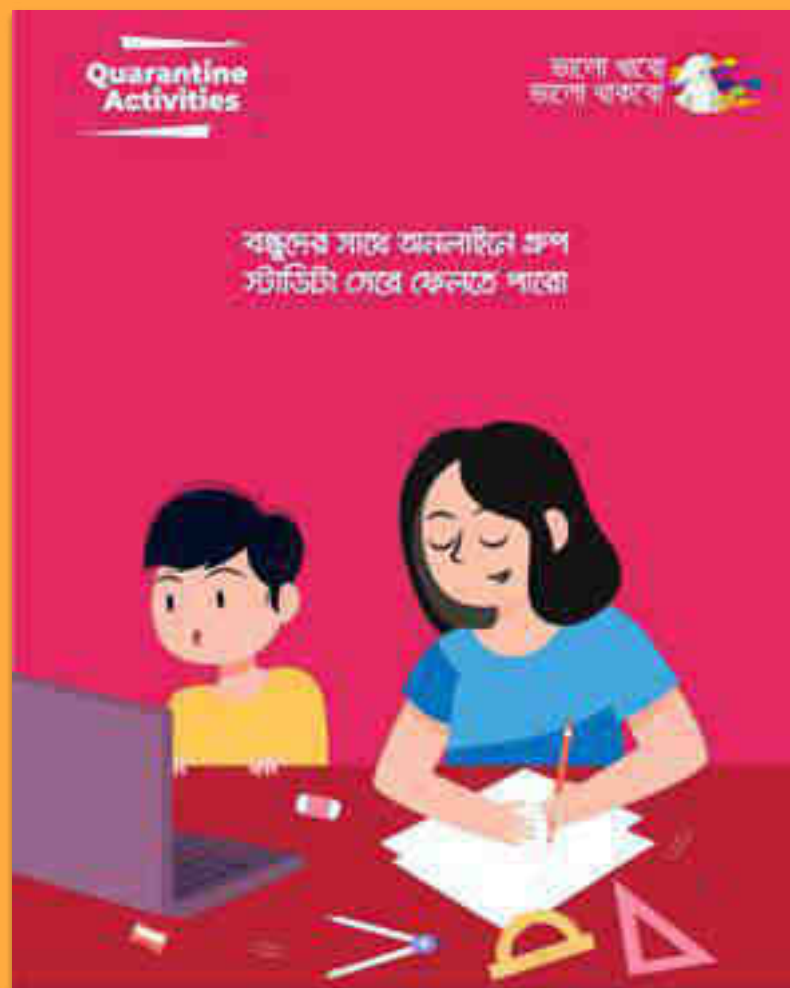












ଆମେ ଏହା କଲେ ଏ
ପାଖ କାହିଁ ନାହିଁ ତା
ଆମେ ଏହା କଲେ ଏହା କି ହେବ



Getting
1 MILLION
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নিখাদ আন্বায়



IPAD

৳১৫৯৯

SHENYU LUTIAN

শ্রীমতী সিন্ধু
শ্রেষ্ঠ সেবার অধিকার



IPAD

৳১৫৯৯

SHENYU LUTIAN

WISHING EVERYONE
A PROSPEROUS
NEW YEAR

IPAD



কত সালে?

১. ১৯৯৯ ২. ২০০০ ৩. ২০০১ ৪. ২০০২



IPAD

৳১৫৯৯

SHENYU LUTIAN

ASUS
IN SEARCH OF INCREDIBLE

De**light**ful design

ASUS ZenBook UX410UQ

Intel Inside® Extreme Edition Performance Processor
Intel Core™ i7 Processor (8GB RAM, 1TB HDD) (Intel and AMD are trademarks of their respective owners)



ASUS









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পুষ্টি

পুষ্টি

জীবন সঞ্চালিকা



দৈনন্দিন
PROযোজনে



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কালো খাবি কালো কালি



পুষ্টি চায়েব চুমুকে





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মজাদার **STIX**
স্বাদে আনে **TWIST**



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মিলেছে
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lives a little



cheesy
c h e s y
c s



chocolate
unleashing



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Sumo







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