



INTEGRATED COMMUNICATION AGENCY

FOR THE MODERN AGE



**THE MEANING OF
INTEGRATION IS
CHANGING**

OVERLAPS HAPPENING MORE THAN EVER BEFORE



TV



PRESS



SOCIAL



ACTIVATIONS



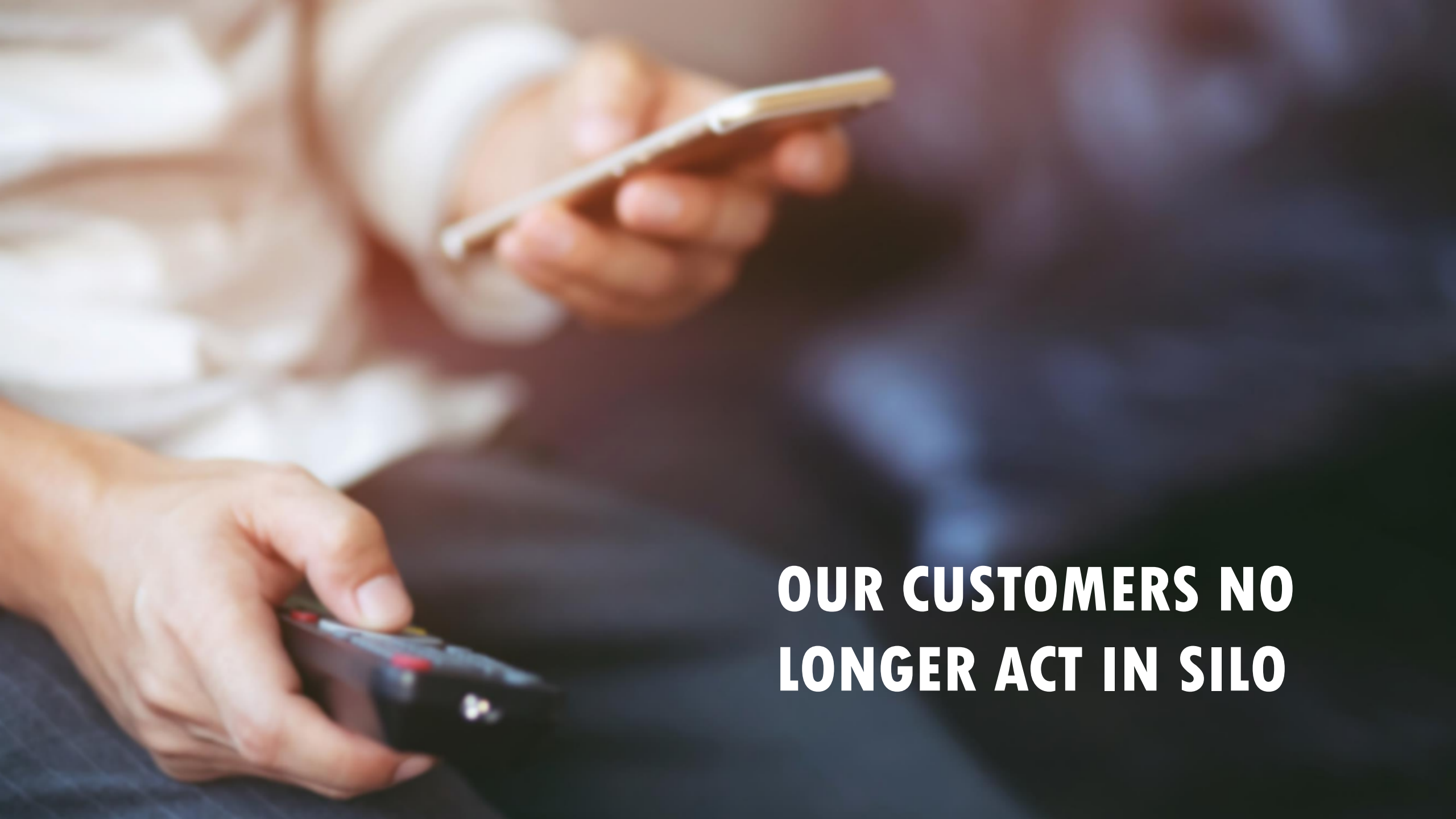
COMMUNITY



VR & AR



APP & BOT

A blurred background image showing two people. In the foreground, a person's hand holds a black smartphone. In the background, another person holds a gold-colored smartphone. The image is out of focus, emphasizing the text overlay.

**OUR CUSTOMERS NO
LONGER ACT IN SILO**

ROAD TO INTEGRATION

ABSORBING THE BRAND

LIVING BY IT'S CODE

DEFINING THE CHANNELS

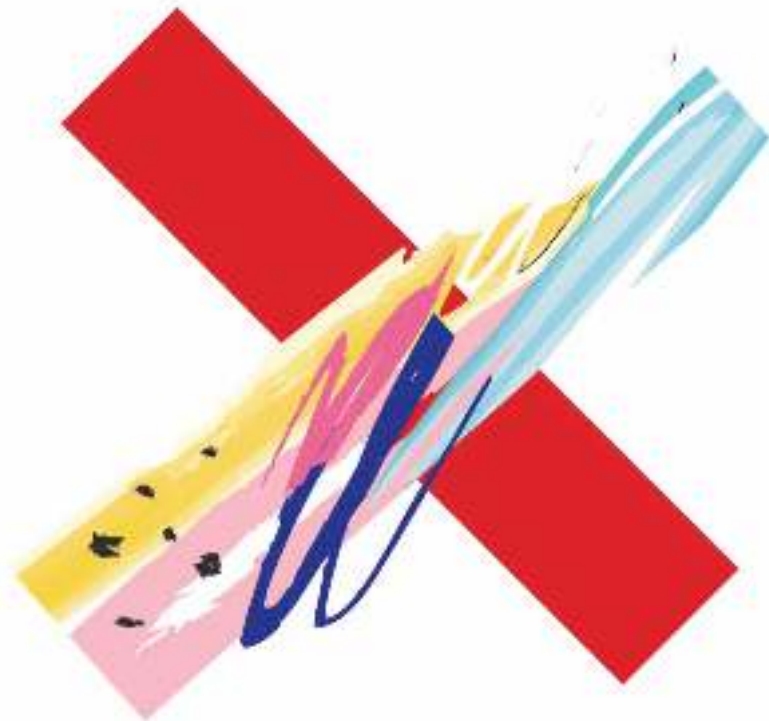
CRAFTING THE RIGHT CONTENT

CONSTANTLY INNOVATING



INTRODUCING X

AN INTEGRATED AGENCY FOR THE MODERN AGE
SOLVING AN EQUATION WHERE THE
ANSWER IS CONSTANTLY CHANGING



MEET THE PEOPLE

TAHSIN SAEED

MD and CEO



Ex BATB brand and trade marketing specialist with 18 years of experience in marketing and communication; former Trade Marketing Manager of Sony Ericsson and Executive Director of Asiatic 3Sixty



**THE ORCHESTRATOR & THE KEY FORMULATOR
BEHIND THE SUCCESS OF A TEAM OF
100+ FULL TIME MEMBERS**



RASEL MAHMUD
GROUP CREATIVE DIRECTOR

Twice been awarded the Best Copywriter in Bangladesh in 2015 & 2016.

Brands worked for:

Grameenphone, The Coca-Cola Company, Uber, Perfetti Van Melle, Mastercard, Hemas Consumer Products Ltd., Prothom Alo, ACI, Goldent Harvest (Bloop), New Zealand Dairy, MGI, PRAN-RFL Group, etc.

12 YEARS OF EXPERIENCE IN MARKETING INDUSTRY

**Grey Dhaka
Creative Director**

**Grey Dhaka
Sr. Copywriter**

**Cogito Marketing Solution
Sr. Copywriter**

**Cogito Marketing Solution
Key Account Manager**

**Bitopi
Client Service Executive**

A FEW OF THE WORKS OF RASEL MAHMUD

GP SHOPNO JABE BARI



[CLICK HERE TO WATCH THE VIDEO](#)



COCA COLA NIKHOJ SHOBDER KHOJE

[CLICK HERE TO WATCH THE VIDEO](#)

GP NETWORK CAMPAIGN



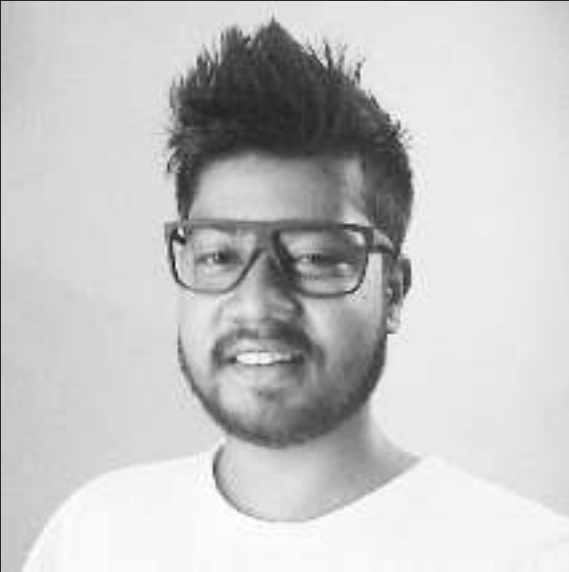
[CLICK HERE TO WATCH THE VIDEO](#)



UBER EGIYE CHOLO

[CLICK HERE TO WATCH THE VIDEO](#)

THE INNOVATOR



RAQUIB CHOWDHURY

GROUP CREATIVE DIRECTOR

8+ years of experience in marketing, with an interest in visual storytelling, scriptwriting, and conceptualizing innovative campaigns.

Worked on projects for companies like: GrameenPhone, Robi Axiata Limited, Samsung Mobile and Consumer Electronics, Unilever Bangladesh, BATB, HSBC, BRAC, Nestle, Coca-Cola, and many more.

Co-founded several tech-led digital-savvy marketing organizations including Ice9 Interactive, Strategeeek Digital, Shop Up, Maverick Studios

A FEW OF THE WORKS OF RAQUIB CHOWDHURY

ROBI BIJOY ITIHASH



[CLICK HERE TO WATCH VIDEO](#)

ROBI TRANSGENDER CAMPAIGN



[CLICK HERE TO WATCH VIDEO](#)

GARDEN FRESH LAUNCH CAMPAIGN



[CLICK HERE TO WATCH THE VIDEO](#)

APEX EID CAMPAIGN



[CLICK HERE TO WATCH THE VIDEO](#)

THE STRATEGIST



DRABIR ALAM
CHIEF OPERATING OFFICER

**One of the pioneers of
Digital Marketing in
Bangladesh**

**10 Years of Experience in
Marketing Industry**

**Strategic Planner &
Former Business Head
of Cookie Jar**

Successful Projects

**Airtel 3G Launch, Largest
Selfie Campaign For
Lumia 730, Airtel Buzz,
Be Here Now, Tonic, Robi
Spinner Hunt, Robi 4G
Launch, and many More**

Former Trade Marketer

MEDIA MUGHAL



KAISAR BHUIYAN

SENIOR ACCOUNT DIRECTOR

**Digital marketing and
media buying expert.**

**8+ years of experience in
Digital Marketing with
Google, Bing, and
Facebook
Blueprint Certification**

Project worked for:

**Airtel 3G launch, Telenor Tonic
Launch, Haier honestly boli,
Robi spinner hunt. Aafi and
Mojo media campaign,
Samsung Mobile, Meenaclick,
CricShopBD E-commerce
campaign.**



OBIDUR RAHMAN

SENIOR ACCOUNT DIRECTOR

**9+ years of experience in
Customer Experience and
Insight Mining, leading the
QMT & Listening Centre team**

60

**A team of 60 people
providing service 24/7**

500,000

**Queries handled every
month are over the
mark of 500,000**

**Community Engagement
& Social Listening**



MASUDUL AMIN RINTU
CHIEF INTEGRATION OFFICER

**Currently working on
integrated campaigns,
innovation, creative business
solution**

**Executive Director
A for Action**

**Executive Director
V2**

**14 years of experience in
brand building through
integration of different
marketing channels**

Brands worked for:

**Airtel
Head of the brand and market
communications**

**Robi
Head of the digital marketing**

**Robi
General Manager
Brand and market communications**

**Bitopi
Group account manager
Djuice, GP, Qubee**



SADRUL ANAM TUSHER

MEDIA PRODUCTION DIRECTOR

Currently leading the content production team at X supervising & maintaining the quality of production

More than 9+ years of marketing experience in brand communication and advertising specially in audio-visual media, with McCann WorldGroup & Havas WorldWide

Experience in doing post productions in Bangkok & Mumbai

Brands worked for:

Robi Axiata Limited, Samsung Mobile, Samsung Consumer Electronics, Banglalink Telecom, CBL Money Transfer Sdn. Bhd. (Malaysia), Reckitt Benckiser, Marico, Berger, Western Union, Emami, Herfy, Mutual Trust Bank, Premier Bank, City Bank, and many more brands.

Professional Training on Film & Media:

Workshop on “The Movie Today” conducted by FR. GASTON ROBERGE at April, 2007.

Workshop on “Media-Self Education for Liberation” conducted by FR. GASTON ROBERGE at May, 2008.

A FEW OF THE WORKS OF SADRUL ANAM

**BL
EK DESH
EK OFFER**



[CLICK HERE TO WATCH THE VIDEO](#)



**HARPIC
40 YEARS
CELEBRATION**

[CLICK HERE TO WATCH THE VIDEO](#)

**BANGAMATA
FOOTBALL
TOURNAMENT**



[CLICK HERE TO WATCH THE VIDEO](#)



**RECKITT BENCKISER
PORICHCHONNO
BANGLADESH**

[CLICK HERE TO WATCH THE VIDEO](#)

OUR GROUP MEMBERS



A FOR ACTION

A team of leading industry professionals experienced in BTL activations & event management with the promise of modern BTL



V2

A team specialized in data analysis, insight mining, and business process automation



SHAMS IMRAN

**EXECUTIVE DIRECTOR
A FOR ACTION**

4 years of experience working (2005-2009) in Supply Chain in the then Warid Telecom, then 2 years (2009-2011) in Airtel Bangladesh

Brands worked for:
Surf Excel, Clear, Ponds, Lifebuoy, Wheel, Knorr, Dove, Horlicks, Dettol, Robi, Airtel, Banglalink, Grameen Phone, Bkash, Google, ACI, Pepsodent, Ruchi, British Council, BCB, Sensodyne, Symphony, Huawei

**7 years of experience in BTL from 2011 to 2018 as:
Business Head at Market Access Providers Limited**

Milestone projects:

Guinness World Records for Lifebuoy 'Largest Image of a Hand' Project in 2017

Guinness World Records for 'Robi Largest Human Flag' project in 2013

Successful roll out of 'Lifebuoy School of 5' program from early 2014 to late 2017

Google Bus Bangladesh Project

Unilever Rural Penetration Campaign 2014

2 Years of Experience in Sports Marketing as COO of Rajshahi Kings



ABDULLAH SALMAN SIDDIQUE

PRINCIPAL SOFTWARE ENGINEER

V2 SOLUTION

**Team lead for IT enabled projects,
Extensive experience in software development targeted for US health industry.**

**7+ years experience in Software Testing, automation and requirement analysis
Extensive knowledge in US based health systems.**

- 4+ years in organizing different social and athletic events**
- 3+ years of leading technical teams of testers and developers.**

SOME OF OUR MAJOR CLIENTS





X MARKS THE SPOT

**3RD MOST AWARDED
AGENCY IN
COMMWARD 2018
IN IT'S LAUNCH YEAR
ACROSS ALL COMMUNICATION
AGENCIES IN BANGLADESH**

**OPEN IN SLIDESHOW MODE & CLICK ON THESE
ITEMS TO SEE OUR WORKS**

ROAD TO INTEGRATION

ABSORBING THE BRAND

LIVING BY IT'S CODE

DEFINING THE CHANNELS

CRAFTING THE RIGHT CONTENT

CONSTANTLY INNOVATING



THANK YOU

APPENDICES

PRESS AD



TVC

BANGAMATA FOOTBALL TOURNAMENT



[CLICK HERE TO WATCH THE VIDEO](#)



[CLICK HERE TO WATCH THE VIDEO](#)

RECKITT BENCKISER PORICHCHONNO BANGLADESH

GARDEN FRESH LAUNCH TVC



[CLICK HERE TO WATCH THE VIDEO](#)



[CLICK HERE TO WATCH THE VIDEO](#)

GARDEN FRESH LAUNCH TVC



RDC

Action

“দুনিয়া কাঁপানো ফাইটিং,
জ্বালাময়ী বিস্ফোরণ,
রক্তাক্ত প্রতিশোধ,
দুর্ধর্ষ ধাওয়া-পাল্টা ধাওয়া,
জমজমাট অ্যাকশনে ভরপুর Mission Impossible 4 এখন আইফ্লিক্সে।”

Separate Rapid Voice: *রবি দিচ্ছে আইফ্লিক্সের ৩ মাসের আনলিমিটেড অ্যাক্সেস। এখন উপভোগ করুন অসাধারণ সব অ্যাকশন ফিল্মস*

Adventure

“অজানার উদ্দেশ্যে যাত্রা,
ঘটনার ঘনঘটা,
টানটান উত্তেজনা,
অবিশ্বাস্য আবিষ্কার,
শ্বাসরুদ্ধকর অ্যাডভেঞ্চারে ভরপুর Indiana Jones এখন আইফ্লিক্সে।”

Separate Rapid Voice: *রবি দিচ্ছে আইফ্লিক্সের ৩ মাসের আনলিমিটেড অ্যাক্সেস। এখন উপভোগ করুন অসাধারণ সব অ্যাডভেঞ্চার ফিল্মস*







40 YEARS OF FEEDBACK



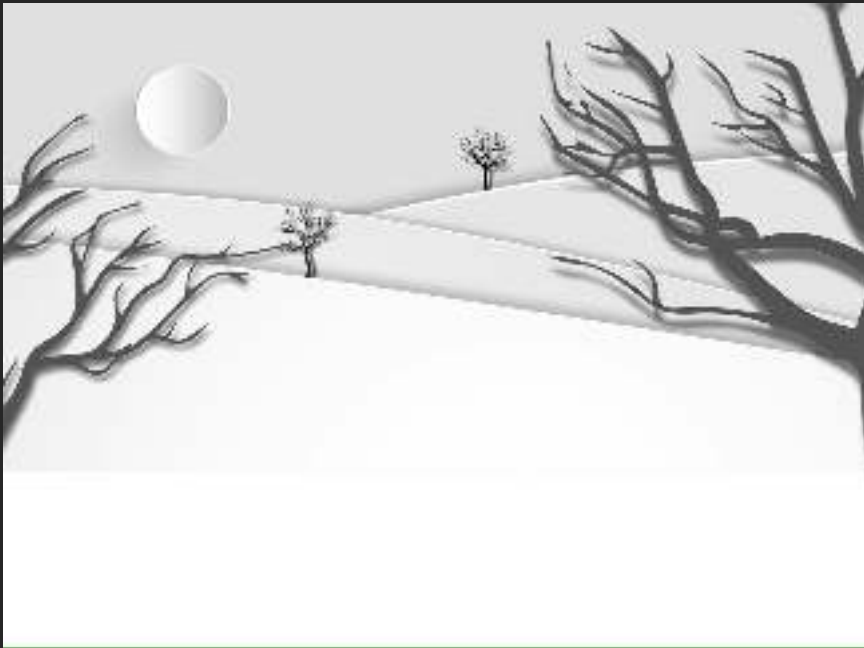
GO EXPLORE EVENTS



FACEBOOK STATIC CONTENTS



FACEBOOK DYNAMIC CONTENTS



INSTAGRAM CONTENTS





YOUTUBE BUMPER AD



DISPLAY AD





আমবাগিচা মাঠের রূপান্তরের গল্প পৌছে গিয়েছে দেশবাসীর কাছে



CONTENT MARKETING

GO EXPLORE BEATS



[CLICK HERE TO WATCH THE VIDEO](#)



[CLICK HERE TO WATCH THE VIDEO](#)



LEAFLET

X BANNER






কল করুন-১০৬১৪

- সহায় ৭ দিন ২৪ ঘণ্টা ডাক্তারের পরামর্শ
- ডাক্তারের অ্যাপয়েন্টমেন্ট বুকিং
- অতিরিক্ত পুষ্টিবিদ পরামর্শ

এবং

আরও অনেক সুবিধাসমূহ







সচেতন

২৪ ঘণ্টা চিকিৎসা সেবায় আপনার পাশে

সুবিধাসমূহ

- ডাক্তার কল** ডাক্তারের প্রধানের ইলেক্ট্রনিক পরামর্শের জন্য কল করা পূর্ণাঙ্গ চিকিৎসা ডাক্তারের সাথে দিন-রাত ২৪ ঘণ্টা
- পুষ্টিবিদ পরামর্শ** গুরুত্বপূর্ণ সর্জনগত রোগের জন্য পুষ্টিবিদের সাথে যোগাযোগ নিয়মিত ৬টি থেকে দুইবার ২৪ ঘণ্টা
- অ্যাপয়েন্টমেন্ট বুকিং** বিশেষজ্ঞ ডাক্তারের সাথে অ্যাপয়েন্টমেন্ট বুকিং সুবিধা (সেখানে ৬টি থেকে সাতটি ২৪ ঘণ্টা)
- স্বাস্থ্য ট্রিপস** মাইক্রোবায়ন, রক্তচাপ, হৃদযন্ত্রের ক্রিয়াকলাপ, ডায়েটের ইত্যাদি স্বাস্থ্য বিষয়ক বিভিন্ন ট্রিপস প্রদান এবং আপনার রোগের

মেসন: ১২ মাস

একটি কিনুন ৳৪৯৯ মাত্র






কল করুন-১০৬১৪

- সহায় ৭ দিন ২৪ ঘণ্টা ডাক্তারের পরামর্শ
- ডাক্তারের অ্যাপয়েন্টমেন্ট বুকিং
- অতিরিক্ত পুষ্টিবিদ পরামর্শ

আরও অনেক সুবিধাসমূহ










কল করুন-১০৬১৪

- সহায় ৭ দিন ২৪ ঘণ্টা ডাক্তারের পরামর্শ
- ডাক্তারের অ্যাপয়েন্টমেন্ট বুকিং
- অতিরিক্ত পুষ্টিবিদ পরামর্শ

আরও অনেক সুবিধাসমূহ







OUTDOOR



POSM BRANDING





হালকা হালকা
লাইফ!



Contains less than 0.5% Fat

মাসুদ কনফেকশনারি

হাউস ৪০, রোড ২০ মহাখালি DOHS, ঢাকা - ১২০৬

Imported from AUSTRALIA



হালকা
হালকা
লাইফ!

৯৯.৫%
ফ্যাট ফ্রি
MARKS Diet
Non-Fat Milk Powder



রুহুল কনফেকশনারি

হাউস ৪০, রোড ২০ মহাখালি DOHS, ঢাকা - ১২০৬

SHOP SIGN



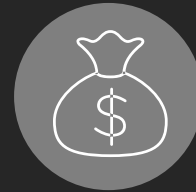


QUERY MANAGEMENT

Responding to user comments and messages, to amplify engagement and manage brand reputation

POSITIVE ENDORSEMENT

Companies that improve their customer experience on social from average to 'wow' can see a **30-50% improvement** in key measures such as likelihood to repeat purchase, upsell, recommend product etc.

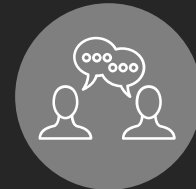


INCREMENTAL REVENUES

Engaging customer service on social resulted in **20%-40% more revenue** per customer

CHURN THREAT

Companies' failure to utilize their community via social channels resulted in a **15% increase** in churn rates



CUSTOMER EXPERIENCE

Implementing a social customer service program can increase the annual customer satisfaction score by nearly **20%**





LISTENING CENTER EXIST

CAPTURE ACTIONABLE INSIGHTS OVER SOCIAL MEDIA PLATFORMS

SCALABLE BRAND ANALYSIS & MONITORING WITH SENTIMENT ANALYSIS

CUSTOMER PROFILING & CONVERSION RATE OPTIMIZATION

BRAND HEALTH MAINTENANCE & LEAD GENERATION

GROWTH & SHAPE STRATEGIES THROUGH INSIGHT, DATA & ANALYTICS

MEASURE EFFECTIVENESS OF BRAND & COMPETITIVE POSITIONING

FIND SCOPES OF BRAND LIFTING & UPSELL/CROSS-SELL OPPORTUNITIES

TO CREATE DIRECT/INDIRECT REVENUE IMPACTS IN CROSS FUNCTIONAL BUSINESS UNITS

COMPETITION & TREND ANALYSIS





COMMUNITY ENGAGEMENT

Influencer & Promoter Management

Key Opinion Leaders

Identifying key opinion leaders & influencers those create continuous buzz on Social media



Community Development

Develop an exclusive community with people those love the brand & conducting regular events, contests or activities for them

Proactive Engagement

Community managers will get engaged to users or fan talking about the brand over social media or promote brand positively to create impression & psychographic conversion

Leads

Identify potential customers & forward the lead to concern stakes to ensure conversion, corporate leads etc.

