

The Might Byte Ltd

Might Byte is a consultancy servicing private, public and social sector organisations. We create upstream strategies for downstream impact. We design and develop products, projects, partnerships, interventions and campaigns to help our clients achieve triple bottom line results which benefit people, the planet & profits, by working with a wide range of experts and expertise that diagnoses of problems lead us to.

We work to:

- correctly diagnose the nature of problems and where they reside, or emanate from, i.e., are they produced structurally, or behaviourally based on heuristic practices, or socio-religiously and/or culturally, and so on
- design strategies and relevant solutions – across partnerships, interventions, design, communication, and use of digital technology
- nudge positive outcomes, and finally create total societal impact

Our expertise in strategy, brand and behaviour change communication is complemented by our strong Digital team whose strength has been to effectively combine strategy, storytelling and technology to produce communication and interventions that helps businesses achieve business and social goals. A Data Analytics & Media team whose expertise focuses on acquiring and analysing consumer insights and effectively. Our Audio visual team and our Events & Activation wing. Might Byte is a SBU of FCB Bitopi.

Bitopi is one of the oldest agencies in Bangladesh, having recently celebrated their 50 years' anniversary, known for their work in various behaviour change communication across health, gender, finance and others. Bitopi was part of Leo Burnett network for a long time. Recently Bitopi has been affiliated with **FCB**, one of the largest global advertising agency network.

Footnote, Cone & Belding aka FCB is one of the leading advertising groups in the world and is filled with diverse and passionate group of thinkers, creators, technologists and storytellers devoted to creating buzzworthy ideas that change consumer behaviour.

Our Work

Mighty Byte has worked on various projects with the current Government of Bangladesh including the branding and logo design for Digital Bangladesh, Colourisation of Bangabandhu's 7th March Speech and various audio-visual work and events for the Government. Mighty Byte has worked particularly closely with the ICT Ministry. Below are a few of our work samples

Client: ICT Division

Campaign: Audio Visual on Bangabandhu Sheikh Mujibur Rahman

Campaign period: 10th December 2015 – 16th December 2016

What Mighty Byte did: This audio visual signifies the dream for a digital Bangladesh & the leadership of ICT Division to achieve the dream. A dream that has been initiated by Bangabandhu Sheikh Mujibur Rahman and now is it been carried on by next generation of Bangladeshi citizens. Bitopi produced the concept, script and produced the video

Client: Ministry of Power, Energy and Mineral Resources

Campaign: Power and Energy Week 2016

Campaign period: 21st November 2016 – 18th December 2016

What Mighty Byte did: A promotional event for the Bangladesh Ministry of Power, Energy and Mineral Resources, to showcase their present achievements and future goals and aspirations. An educative event to exhibit knowledge about energy and its uses now and in the future. Campaign strategy was developed and executed along with dynamic and engaging content to attract audiences on social media along with event planning and execution during the event.

Client: Telenor Digital

Campaign: Comoyo Messenger Launch

Campaign period: 10st November 2014 – 25th June 2016

What Mighty Byte did: In a mobile landscape which includes entrenched existing IM services, how does one differentiate - and launch - a new service? With Comoyo we took an innovative look at content within an IM app, and created the first Bangla messenger. By creating content which is locally relevant, we were able to tap into Bangla pop-culture as lived

by the youth of the country. The results? CPI / CPA 70% less than global norm and over 100,000 downloads in 1 month. The campaign won two Commwards Gold awards for “best use of content” and “art direction.”

Client: CRI

Campaign: 7th March Speech Colorization

Campaign period: 3st January 2016 – 29th March 2016

What Mighty Byte did: For the first time ever, Bangabandhu’s historical 7th March speech was colorized and launched on 7th March Joy Bangla concert bringing widespread coverage on national media.