

ABOUT US

AS STORYTELLERS, THE IDEA IS TO INHALE INSPIRATION AND EXHALE INNOVATION. WE STRONGLY BELIEVE IN CONSTANT AND CONTINUOUS INNOVATION TO ELIMINATE ANYTHING CLOSE TO BORING AND REDISCOVERING NEW PERSPECTIVES TO TELL A STORY

PHILOSOPHY

Ever heard a story that changed your life? We believe stories have that ability. We believe brands have that ability too. That's why we're here. We're thinkers who are constantly adapting to changing times while maintaining extraordinary paradigms. We love a challenge; the greater the problem, the more fascinated we are. Think about it, everything started with an idea.

HISTORY OF ASIATIC MCL

It all started with a young Dhaka University graduate on vacation walking into an advertisement agency in Karachi. The next thing he knows, he has been appointed as an English copywriter for East Asiatic in Dhaka. Growing through the ranks, he finally bought East Asiatic when the government put it up for sale after the liberation war. He changed the name to Asiatic Marketing Communications Ltd. And, the rest is history.

OUR VALUES

We Ideaholics and the entity itself is shaped by our 4 core values. And adapting these values is what sets us apart and generates our madness.



CURIOUS

We are restlessly curious about what can be discovered from the people and cultures of the world, keeping our eyes and ears wide open.



COLLABORATIVE

Asiatic MCL is the oldest and largest communication agency in Bangladesh. It has won the highest number of awards as a Bangladeshi agency.



CREATIVE

We value ideas that lead to making real impact. We find the spark of creativity everywhere, applying creative thinking to all aspects of our roles, not just the creative work.



COURAGEOUS

We cherish innovation and adventurous execution, with a mentality of "go". We are prepared to take a stand, challenge and strive for what is right.

OUR WINGS

The sectors that quite literally gave flight to our ideas



BRANDS

BRAND COMMUNICATION

We interact with each other to create ideas through integrity, inspire trust in our dealings, treating everyone and their ideas with respect.



DIGITAL

DIGITAL MARKETING

Digital integrated creative agency connecting human to human in meaningful modern ways with idea led, media neutral approach.



SOCIAL

SOCIAL COMMUNICATION

Asiatic Social has been involved in the field of social communication since its inception in 1984.



COMMUNITY ENGAGEMENT

We build and nurture customer relationships through CRM that carry our client's business forward.



A-MINOR STUDIO

A-minor Studio is a hub for Animation, Productions, Video Editing, Documentary Films, Color Grading and all sorts of Post Production solutions.

OUR SERVICES

BRAND BUILDING

Every company needs an identity. And we build that identity by building brands using creative solutions to solve business challenges and ideate our clients' future. We exist to help companies navigate the market, and drive long-term growth.

SOCIAL

We have an edge on developing interactive plans through partnerships with local and international social shapers, creating a deep relationship between the brands and consumers. We use the insights from our social data to develop social strategies, run campaigns, deliver contagious content, manage communities and measure success.

ACTIVATION

We connect consumers with brands through experiential activities that transcends conventional means of interaction. These immersive experiences leverage Virtual Reality, Artificial Intelligence, as well as interactive live entertainment or IOT innovations. We aim to connect people to brands in a way that inspires and requires action.

DATA

Being the oldest communication agency in Bangladesh and leveraging the affiliation with J. Walter Thompson, we have developed and exploited new quantitative and qualitative research techniques to understand cultures, brands and consumer motivation.

INTERNAL

We create cultures and in turn we attract, inspire and empower the best talents to innovate and drive the business. We build and grow through our culture.

WEB & APP DEVELOPMENT

We provide top-notch web design services and solutions for UI/UX, e-Commerce, Mobile, Web app, AR/VR/MR and more. With decades of experience, we can help you with all of your technology needs.

DIGITAL TRANSFORMATION

With the country shifting towards becoming a digital Bangladesh and actively connecting online, we build brands for digital, using innovation, analytics and creativity.

MEDIA

We make effective campaigns by reaching out to our audience through the right platforms by the careful planning and media buying, optimizing our brands' messages.

INNOVATION, TRENDS & INSIGHTS

We are always exploring cultural shifts, trends and technological advancements, transforming them into opportunities for our clients.

ANALYTICS

Our marketing solutions are inspired by innovative applications of data and technology.

SECTOR EXPERTISE

Being the oldest communication agency in Bangladesh and through affiliation with one of the oldest agencies in the world, J. Walter Thompson, we have accumulated a massive sector and market expertise. We give our clients a unique advantage, leveraging our knowledge and works with government, health, sports, retail and more.

COMMUNITY ENGAGEMENT

We build and nurture customer relationships through CRM that carry our client's business forward. We have expert and experienced resources with full capacity to handle 24/7 CRM services, managing consumer through highly advanced Social CRM tool and international social monitoring & listening tool to ensure maximum result. We monitor & maintain brand image, handle online crisis & reputation, analyze consumer, industry data and insights to fuel the business growth which help team to lead better business.