



COMPANY
CREDENTIALS

Who are We?

Libanza is a full-service marketing communication agency, formed by industry veterans with extensive experience in creative, media, digital and brand building on **2016**.

Marketing is getting more and more difficult with endless innovation in platforms, channels, media, technology disruptions, and users' behavioural changes with that.

To help our clients keep focused on this complex ever-evolving marketing world, we create campaigns combining Digital, Social, BTL and ATL or in isolation. We design brand identity, perform 360° brand communication. We design brand collaterals, POS & POP materials, signages & displays. We plan and create experiences to drive engagement. We develop websites, apps & games, manage social media channels. We design, produce, and deliver brand content across those channels and beyond, using the best talent and processes combining with technology. The result is a seamless execution of multiple content types across all platforms, channels, and media.



LIBANZA

Our Approach to Market

Be it Digital, ATL or BTL, we start with a detailed analysis of our audience, so that we can reach them at right channel at the right time and with the right content in a way they want us to be.

“If you follow your audience you won't miss a channel, but if you follow channels you have a high chance of missing your target.”



Approach to Communications

We embrace the PESO model. While each element of the model has its own role, we use the right combination of required components from the elements together to make the strategy much more effective.



DETAILED SERVICE OFFERINGS

Brand Communications

- △ **Brand Building**
- △ **Online Marketing**
- △ **Social Media Marketing**
- △ **Integrated Marketing**

Brand Building

Brand Identity Development, Logo Design, Stationery Design, Package Design, Brand Identity Guideline, Website Design & Development.

Online Marketing

Content Creation, Portal Management, Digital Marketing, Media Buying.

Social media marketing

Content Creation, Content Management, Page Management, Community Management, Query Management.

Integrated Marketing

Brand Strategy, Creative Strategy, Communication Strategy, Creative Development & Production.



Brand Communication Logistics

- △ *Graphic Design*
- △ *Content Development*
- △ *Audio Visual , 2D & 3D Animation*
- △ *Print Production*
- △ *Brand Merchandising*

Graphics Design

We design all business and office stationery items; POS items such as Poster, Flyer, Buntings, Dangler, Stickers, etc.; Year-end items like Calendar, Greeting Cards, Diary, Notebook, etc.

Content Development

Website Content, Social Media Content, Print Content, Video Content and Audio Content.

Audio Visual 2D & 3D Animation

Television Commercial, Radio Commercial, Online Video, Social Media Video, 3D & Motion Graphics.



Brand Communication Logistics

- △ *Graphic Design*
- △ *Content Development*
- △ *Audio Visual , 2D & 3D Animation*
- △ *Print Production*
- △ *Brand Merchandising*

Print Production

We have a dedicated unit for print production who specializes in offset printing and all sorts of gravure printing for packaging.

Brand Merchandising

We design and develop all kinds of brand merchandising for all reasons and all occasions, from pen to parasol, t-shirt to travel bags, corporate gifts to retail giveaways; whatever your requirements are. They can be developed from scratch or can be sourced depending on the requirement.



Experience Design

△ *Event & Activation*

△ *Consumer Engagement*

Event & Activation

We plan, create and execute all kinds of events and activation according to the brand and campaign needs.

Consumer Engagement

Engagement campaign design for offline & online platforms, Augmented Reality, Virtual Reality, Gamification.



Advertisement

△ *Online Advertising*

△ *ATL Advertisement*

Online Advertising

Search Ads, Display Ads, Social Media Promotion, In-App Ad Purchase, Programmatic Buying.

ATL Advertisement

Be it Television, Radio or Print, our planners plan and place advertisement with deep understanding of your brand, audience and campaign; tailoring to your budget ensuring maximum ROI.



OUR PEOPLE
WHO DELIVER
THOSE STUFFS

LEADERSHIP TEAM



TANVEER AHMED
CO-FOUNDER/HEAD OF BUSINESS



AZIZUL HOQUE SHIPLU
FOUNDR/HEAD OF OPERATIONS

TEAM STRUCTURE

TEAM STRUCTURE

Total Head Count: 32

OPERATION MANAGEMENT	9
Head of Operations	1
Account Director	1
Key Account Manager	2
Account Executive	3
ORM-Query Management	2

FINANCE AND ADMIN	3
Finance Manager	1
Finance Executive	1
HR & Admin	1

STRATEGIC MANAGEMENT	5
Head of Strategy	1
Digital Strategist	1
Social Media Strategist	1
Media Planning	1
Content Planner	1

PRODUCTION MANAGEMENT	2
AV Production Specialist	1
Print Production Specialist	1

CREATIVE	10
Creative Director	1
Art Director	2
Copywriter	2
Visualizer/Graphic designer/Finished Artist	3
Illustrator	1
3D and Animation	1

EVENT & ACTIVATION	3
Event & Activation Controller	1
Event & Activation Coordinator	2

TANVEER AHMED

Head-of-Business,

TEAM LEAD

Tanveer is the most versatile advertising professional in the country. He started his entrepreneurial journey joining Libanza with an extensive experience in reputed local and global agencies delivering stringent requirements for many local and international brands, and companies. His experience encompasses from creative to strategy to digital, then to business.

Tanveer is an expert in interpreting global brand guidelines. Brand guidelines do not restrict him, rather entices him to explore more into the brand. His vast experience in Digital landscape makes him one of the leading thinkers in this field.



AZIZUL HOQUE SHIPLU

Head of Operation

AND DELIVERY

AZIZUL HOQUE- the brand communication engineer and the source of consistency in the brand strategic planning, management, brand planning and team management for more than 13 years. He started his career in Advertising at Ogilvy & Mather and worked his way up. He joined in Fahrenheit MCL and lead the team as a General Manager. After that he joined Code Arrow Ltd. as Vice President to lead the agency. Presently he is leading the strategic team of the new committed digital first full-service agency Libanzato create a new definition in digital engagement. His diverse portfolio of clients includes renowned FMCG, Manufacturing, Telco, Social and many other, both local and multi-nationals.



AZHARUL AMIN RUSSELL

Creative Director

RUSSELL is a creative mind, artist, storyteller, and designer who has developed ideas and brand stories for many global and local brands. Russell's vast visualisation and brand identity development skills are demonstrated for many clients, brands and successful campaigns. He trained, groomed, and served for a long time in his career with Ogilvy & Mather.

He also has a good portfolio of creative work for Gray Bangladesh, Bitopi, and Expressions. He was a theatre activist and played table tennis to enjoy his lazier time.



SYED MUSTAFA JAVED

Director, Media

Javed joined **Libanza** leaving MediaAxis-a Dentsu affiliate agency.

He is a reputed name in the industry having 24 years of experience in media planning and negotiation. He grew in the ladder working for giants like BATB, Unilever, Honda, Banglalink, Pathao, Nagad, Olympic Industries, GQ Group, ACME Agroviet., Kallol Group, Nokia, Panasonic, Ajinomoto, Mondelez, Hahat Kimya, MTV and many more.

His expertise extends beyond paid media and goes on to include PR planning that have played major roles in benefiting clients.

His inclusion not only made Libanza to win for clients in Media but also his guidance is invaluable in overall service delivery for the Agency.



FARHAD KHAN

Social Business Specialist

FARHAD KHAN is a social business expert having 20 years exclusive experience like as UNICEF, UNFPA, WaterAid, Brac, Save The Children, World Vision, Marie Stops, UCEF, PKSF, PHP, IOM, DPE, DGFP etc. Mr. Khan started his development sector journey with Expression Ltd, one of the leading advertising agency for both traditional and social sector. Mr. Khan guides the strategic team to develop the communication strategy using his vast experience. Mr. Khan is strategically sound he can add value to understand the TG, defining the problem and to find out optimum solution of any social business-related issue. He guided the team for the health and safety issues while executing any campaign.



MONIRUL ISLAM MASUM

Head of Visual Planning

DP Masum has over 25 years of experience filming TV commercials, feature films, dramas, music videos, documentaries and TV programs. He is highly skilled both in indoor and outdoor shootings, He has an amazing capability of collaborating in any conditions with both large and small crew set up.

Masum covers an array of styles and disciplines from bright aspirational lifestyle pieces to compelling dramatic storytelling. He has vast work experience with brands, clients and agencies alike. He worked for organizations like BBC Media, ETV, Maasranga TV, Unilever, Nestle, Meghna Group, Bashundhara Group, Square Group, Pran RFL Group, SMC, Akij Group, Marico, Govt. of Bangladesh, Bombay Sweets, Walton Group, BSRM, Reckitt Benckiser, Berger, and the list goes on....

For his uncompromising attitude in delivering the best Masum popularly known as ‘the stubborn DP’



PROSENJIT MITRA

Consultant, Audio Visual

Mr. Mitra ran away from home to Mumbai to work on showbiz. He started working as a freelance Junior Art Director. With a curious mind, he kept learning from every opportunity he got there. Later that year, he expanded his horizon of skill joining in Avitel Studio in Online and Animation Department. In the year 2003 as he got the chance to work with Famous Film Director 'Sanjay Gupta' as Assistant Director. There he learned Editing, Online, Promo and so on. The favor of luck continued as he got opportunity of lifetime to work with National Award Winning Film Director 'Pradeep Sarkar' in Apocalypso in the year 2008.

He adopted the natures and techniques of commercial art throughout his career and developed an impeccable specialization in VFX, animation, visual treatment and setting up brand tone in communication materials. His passion for Painting, Nature, Wild life and photography made him a true visual storyteller.



SAYED SHAH

Art Director

Syed is a versatile designer, perfect match for today's diverse requirements. Be it ATL, BTL or Digital he is equally equipped to see them through. He has worked on many important projects for many renowned brands and clients throughout his career. What's really crucial for him when starting one project is to get a very clear picture of the goals.

He likes dealing with the most difficult parts of any project early on. Sayed joined Libanza with 7 years of experience in renowned agencies to support his role.



RAFAYTUL HAQ

Controller, Event & Activation

Rafaytul is a proactive individual who maintains a good network in corporate and state-level organizations. Having more than 7 years experience in events and activation management. He started his career on 2015. He is experienced in any type events and activation planning, supervision and execution in any part of the country. His team management skill and networking capacity distinguish him within the industry in a very short time.

Currently he is leading the Events & Activation team of Libanza to create a new definition or consumer engagements and direct marketing.



OUR GROWING LIST OF CLIENTS



Surjer Hashi Network



International Rice
Research Institute



LIBANZA



HANDCOURIER



National Life Insurance Co. Ltd.



AUTOMATIONS
EZZY AUTOMATIONS LIMITED



LIBANZA

CREATIVE SHOWCASE

LOGO

LOGO DESIGNS

Logos, those we have developed for different clients



LOGO DESIGNS

Logos, those we have developed for different clients



LOGO DESIGNS

Logos, those we have developed for different clients



LOGO DESIGNS

Logos, those we have developed for different clients



LOGO DESIGNS

Logos, those we have developed for different clients



LOGO DESIGNS

Logos, those we have developed for different clients



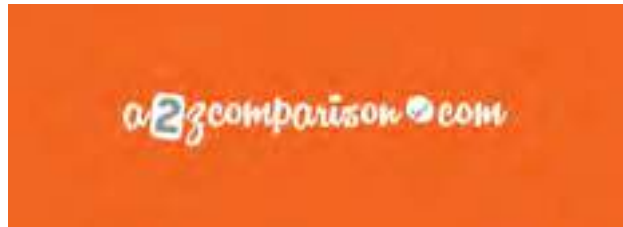
LOGO DESIGNS

Logos, those we have developed for different clients



LOGO DESIGNS

Logos, those we have developed for different clients



LOGO DESIGNS

Logos, those we have developed for different clients



LOGO DESIGNS

Logos, those we have developed for different clients



CAMPAIGNS & CASE STUDIES

BASHUNDHARA CEMENT PADMA BRIDGE LAUNCHING CAMPAIGN

Client:
Bashundhara
Group

Brand:
Bashundhara
Cement

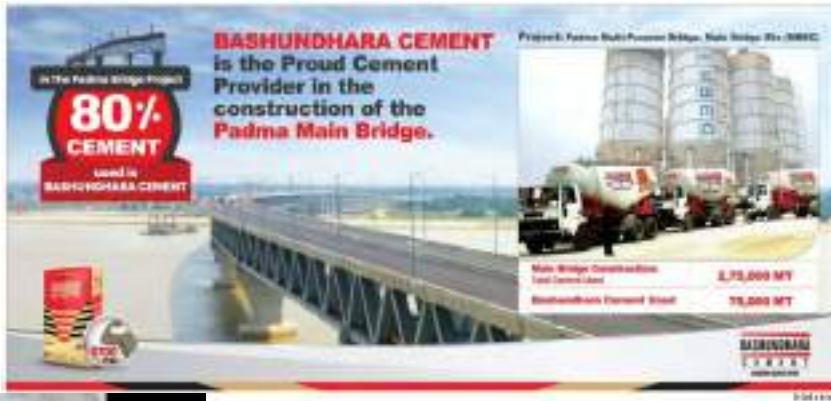
Case Type
Integrated
campaign

Platform
ATL, and Digital

Animated Video
link
<https://fb.watch/euhUd81TIT/>

Objective
To establish the
brand claim and
narrate the prime
contribution on the
mega project Padma
Bridge.

Challenge
Padma Bridge
communication was
too cluttered as
many brands
celebrated on that
occasion.



BIR Cement

Client:

Bashundhara
Group

Brand:

BIR Cement

Case Type

360 Integrated
campaign

Platform

ATL, BTL and
Digital

Video link

<https://fb.watch/aMWo32w2VW/>

Objective

To meet the increasing need of the growing economy BG wanted to introduce a 3rd Cement brand that would be accepted by all and clearly differentiated from the competitors.

Challenge

Market is cluttered with too many brands and options.

BIG Idea

Pride of the Nation



Execution

The name was selected in such a way that by default connect with inherent qualities of cement. The logo and packaging was designed in-line with the name and at the same time to stand out in the market as the name suggest. All communication material including TVC, Print Communication items, Digital Contents and On-ground branding materials all supported theme

Result:

The creative had wide expectance among all audience and stakeholders.

Despite a slow market the the brand made its way. The Dealers and Distributors from the whole country lined up to get hold of the brand.

BASHUNDHARA CEMENT Q/A CAMPAIGN

Client:
Bashundhara
Group

Brand:
Bashundhara
Cement

Case Type
Integrated
campaign

Platform
ATL, and Digital

Objective
To establish the
brand superiority of
the Bashundhara
Cement as a top
quality brand. And
how the brand
maintain its quality
that also establish
among the TG..

Challenge
To demonstrate
quality assurance, is
a difficult challenge.



BOMBAY SWEETS RING CHIPS

Client:
BOMBAY SWEETS

Brand:
RING CHIPS

Case Type
Integrated campaign

Platform
Bombay Sweets
Website, Facebook,
YouTube, Display, IMO,
in-game. On-ground
Activation, Trade

Video link
<https://youtu.be/atSzSdWvYZo>

Objective
due to miss
representation or no
presence, once market
leader was loosing its
momentum in the
market.

Challenge
Once most popular brand
lost its appeal to younger
generation. Challenge
was increase brand recall
in a meaningful way

BIG Idea
To demonstrate the
brands core proposition
ভালোবাসায়, বন্ধনে
(in love, in banding)



Execution

Centering the Valentine's day 2021 we come with a Campaign that not only reaffirmed the brand's proposition also it did encompass across generations, ensuring brand recall. An OVC was made supported by different other content offline and online. The campaign extended to trade level and one2one on-ground engagement activation on valentine's day.

Result

More than 4 mln views,
over 3% engagement
rate and 1000s' of
UGC by the
participants.

It was the most engaged and talked about campaign on this valentine's day. Facebook officially recognized the campaign hashtag #myringchips as trending hashtag# Ring Chips was talk of the towns.

BASHUNDHARA HOUSING READY PLOT SALES CAMPAIGN

Client:
Bashundhara
Group

Brand:
Bashundhara
Housing

Case Type
Integrated
campaign

Platform
ATL, and Digital

Objective
To sell the ready
plots in Bashundhara
Housing and
Trageting the IHB
who want to build
their home
immediately.

Challenge
Showing the
communications
facility and instant
handover in a single
layout is a big
challenge.



LAUNCHING OF PRAN POTATOS

Client:
Pran RFL Group

Brand:
Pran Potatos

Case Type
Integrated Launching Campaign

Platform
TV, OOH, Pran Potatos Facebook, YouTube, Display, Trade

Video link
<https://youtu.be/Qz9UhVuvbiU>

Objective
Pran Potatos is the new real potato chips brand of Pran-RFL Group which needs to launch in within the segment.

Challenge
The real potato segment is dominated by international players and the local competitions are also very high.

BIG Idea
To demonstrate the brands core proposition and to connect the TG with the brand we proposed “Simply FUNtastic”. Also, we introduce the flavor in interesting way like as Tom n Tino, Sultani Masala



Execution

Centering the integrated launching of Pran Potatos we come with Launching Campaign and developed a jingle and fantasy based TVC which also run in digital media and OOH. Also, the trade had been branded with branded POSMs. From the packaging, the flavor names and the communication development we was the responsible agency for this newly introduced brand.

Result:

Within very short time Pran Potatos captured consumers mind with good product quality. Also, because of the strong trade branding and placement the brand easily able to captured the shelf of the shop. Mass awareness has been achieved by the beautiful TVC. It become one of the most selling new chips brand of Pran-RFL. Currently, the client is enjoying high demand

from the market. **5.9M+** View in Facebook & YouTube

LAUNCHING OF ASTHA LIFE INSURANCE

Client:
Army Welfare Trust

Brand:
Asth Life

Case Type
Launch Campaign

Platform
OOH, Astha Life
Facebook, YouTube,
Display, Branches, PR

Video link
<https://youtu.be/nx5J0mfuDtw>

Objective
Create brand awareness
as a new entrant

Challenge
The credibility issue in
insurance sector is the
biggest problem for all.
People has less trust on
the insurance companies.
As a late entrant into the
marketing Astha Life have
to stand with their
commitment to the
targeted audience with
trust.

BIG Idea
To demonstrate the
brands core proposition
“আস্থায় বিশ্বাস,
আস্থায় জীবন”



Execution
Centering the corporate launching of
Asth Life Insurance we come with
Launching Campaign and developed a TVC
which also run in digital media and OOH

Result:
Within very short time Astha Life
Insurance was able to create a buzz in
the market.

Very 1st year Astha Life got a huge
number of **personal**
insurances along with many
corporate clients.

PRESS ADS

Press Ad Design

Client: Bir Cement



Press Ad Design

Client: Bir Cement

বসুন্ধরা গ্রুপ
একটি নতুন যাত্রার কল্যাণ

স্বপ্ন যাত্রার আজ শুরু
শুভ উদ্বোধন
পদ্মা সেতু

উত্তরবঙ্গের মধ্যসড়কে পদ্মা সেতুর যাত্রা
বাংলার অর্থনীতিতে আরবে নতুন মাত্রা।
আগ্রহাঙ্কিত নতুন এই পথে নূতন ভাবে
সাথে থাকবে বসুন্ধরা হাউজিং।

বসুন্ধরা রেসিডেন্সি প্লট
বুঝে নিন আজ
কাল থেকে শুরু করুন
চাড়ির কাজ

বিস্তারিত জানতে বলা করুন:
০২৭৩০০১৮৪৬৬, ০২৭৩০০১৮৪৬৭, ০২৭৩০০১৮৪৬৮ ০২৭৩০০১৮৪৬৯,
০২৭৩০০১৮৪৭০, ০২৭৩০০১৮৪৭১ ০২৭৩০০১৮৪৭২, ০২৭৩০০১৮৪৭৩,
০২৭৩০০১৮৪৭৪ ০২৭৩০০১৮৪৭৫

কর্পোরেট অফিস:
প্লট ১২৪/১৬, টেক-৪, পশ্চিম আঞ্চলিক এলাকা, ঢাকা।
ফোন: ৯৮৩৩১৭০, ৯৮৩৩১৭১, ৯৮৩৩১৭২, ৯৮৩৩১৭৩।

বিস্তারিত সইট অফিস:
পল্লবপাড়া-১ (মহা সেতু) (কুষ্টিয়া রোড ১) মল্লিক, মল্লিকগার,
কলকাতা, ময়দা। ফোন: ০১৭৩০০১৮৪৬৬, ০১৭৩০০১৮৪৬৭।

মনসী অফিস:
বুড়ি আশাশুনি রোড, প্লট ০১ (৪র্থ ফ্লোর), টেক-১১, টেক-৪, মল্লিক,
ময়দা। ফোন: ০১৭৩০০১৮৪৬৮, ০১৭৩০০১৮৪৬৯, ০১৭৩০০১৮৪৭০।

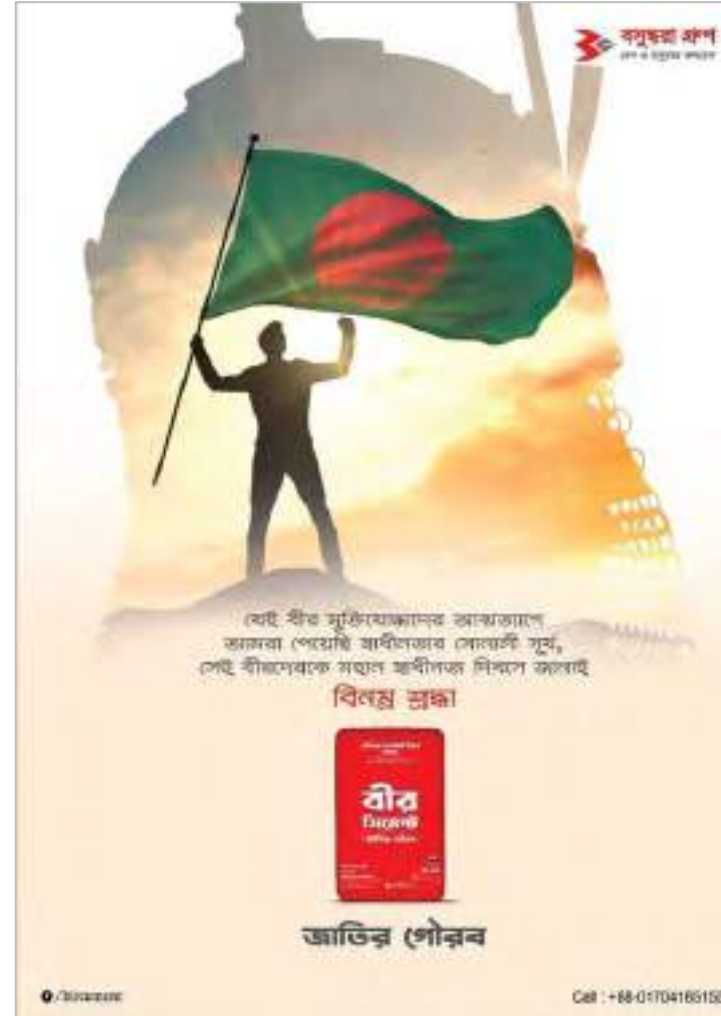
www.bosundharahousing.com
@bosundharahousingbd

Size: 6 Columns x 8 inch

CREATIVE SHOWCASE

Press Ad Design

Client: Bir Cement



Client: Bashundhara Housing

[illegible]

Press Ad Design

Client: Bashundhara Housing


বসুন্ধরা
হাউজিং


 ২৫
২০০



বসুন্ধরা আর্থনিক প্রকল্পে সম্মিলিত উদ্যোগে
প্লট বিক্রয় বাড়ি নির্মাণে গতিশীল মালিক হোন

হটলাইন: ৮৪৩২০০৮

নিজের জন্য বাড়ি নির্মাণ এখন খুবই সহজ। ফ্ল্যাটের টাকায় বানান নিজের বাড়ি। সম্প্রতি গণপ্রজাতন্ত্রী বাংলাদেশ সরকার কর্তৃক ঘোষণাকৃত গৃহ নির্মাণ ঋণের আওতায় যৌথ উদ্যোগে প্লট কিনে যেন নিজের বাড়ির গতিশীল মালিক। এখন ফ্ল্যাটের প্রায় অর্ধেক মূল্যে বসুন্ধরা বারিধারায় মতো অভিজাত এলাকায় থাকছে বাংলাদেশ সরকার ঘোষিত গৃহ নির্মাণ ঋণের সুবিধায় সহকণী বা বন্ধুবান্ধব একত্রিত হয়ে প্লট ক্রয় করে বাড়ি নির্মাণের সুবর্ণ সুযোগ। আর তাই ঋণ সুবিধা নিয়ে স্বপূর্ণরূপে ককন নিজের বাড়ির।

বসুন্ধরা বারিধারায় প্রাইম লোকেশনে
এখনি বাড়ি করার উপযোগী এককালীন
মূল্যে অল্প সংখ্যক রেডি প্লট বরাদ্দ চলছে।


 BASHUNDHARA GROUP
For the People, for the Country



ইউ ওয়েস্ট গ্রুপি ডেভেলপমেন্ট (প্রাইম) লিমিটেড
(বসুন্ধরা গ্রুপের একটি প্রতিষ্ঠান)

বিজ্ঞপ্তিজন্যনতঃ
০১৭৩০০১৮৪৭৮, ০১৭৩০০১৮৪২৯
০১৭৩০০১৮৪৭৮, ০১৭৩০০১৮৪২৯, ০১৭৩০০১৮৪৭৮
০১৭৩০০১৮৪৭৮, ০১৭৩০০১৮৪৭৮, কর্পোরেট
অফিস : প্লট ১২৫/এ, ব্লক-এ, বসুন্ধরা আবাসিক
এলাকা, ঢাকা-১২২৯, বসুন্ধরা সিটি অফিস : বসুন্ধরা
সিটি টাওয়ার, সেভেন-১১, ১৩/ক/১ পাড়পাড়া,
ঢাকা-১২১৫, রিভারভিউ সাইট অফিস : বাংলাদেশ-টোল
মেইন সেতু (বুড়িগঙ্গা সেতু) সংলগ্ন হাসানাবাদ
কোরালিগঞ্জ, ঢাকা।
ই-মেইল: ewpd@bg.com.bd.
ওয়েবসাইট: www.bashundharagroup.com

মাত্র ৯ লাখ টাকায় বুকিং
কঠোর প্রতি ০৯, ০৩০ টাকায় (প্রায়) মাসিক কিস্তি
দীর্ঘমেয়াদি কিস্তি সুবিধা



প্রকল্পের সুবিধাসমূহ:
❖ সার্বজনিক সিসি ক্যামেরা দ্বারা নিরাপত্তা নিশ্চিত করা হয় ❖ স্কুল ❖ ইউনিভার্সিটি
❖ শপিং কমপ্লেক্স ❖ খেলার মাঠ ❖ কনভেনশন সেন্টার ❖ ব্যাংক ❖ অফিস ❖ হাসপাতাল

CREATIVE SHOWCASE

Press Ad Design

Client: Bengal Cement



CREATIVE SHOWCASE

Press Ad Design

Client: Bengal Cement



Press Ad Design

Client: Bashundhara Group



The advertisement features a man in a white shirt and dark vest, holding a pen to his chin, looking thoughtful. The background is a blurred office setting. The text is in Bengali.

হটলাইন: ৮৪৩২০০৮

অস্থির বাজারে, স্বস্তির বিনিয়োগ

বসুন্ধরা আবাসিক প্রকল্পে এখনি বাড়ি/অবক্যামো তৈরি করার উপযোগী বিভিন্ন ব্লকে ব্লক সাংখ্যিক প্রট্ট বরাদ্দ চলছে। বসুন্ধরার জমিতে বিনিয়োগ মানেই স্বস্তি, নিশ্চিত মুনাফা

বসুন্ধরার জমির বড় গুণ
২৫ বছরে দাম বেড়েছে
২০০ গুণ

বসুন্ধরা গ্রুপের সম্পূর্ণ প্রকল্পই
বাজারের অনুমোদিত

প্রকল্পের সুবিধা সমূহ:

- ✦ সার্বজনীন সিটি কানেক্স বাস নিরাপত্তা নিশ্চিত করা হয়
- ✦ স্কুল
- ✦ ইমিউনিটি
- ✦ শপিং অক্সেস
- ✦ মেগার ৩টি
- ✦ অক্সেসন দেখায়
- ✦ বাস
- ✦ অফিস
- ✦ হাসপাতাল

ইউ ওয়েট গ্রুপি ডেভেলপমেন্ট (বাঃ) লিমিটেড
(বসুন্ধরা গ্রুপের একটি প্রতিষ্ঠান)

কম্পাউন্ড অফিস : প্লট ১৬৫/৫, রাস্তা-৫, বসুন্ধরা আবাসিক এলাকা, ঢাকা-১২১৬। বিস্তারিত জানতে:
০১৭৩০০১৮৫৫৮, ০১৭৩০০১৮৫৪৭, ০১৭৩০০১৮৫৪৭, ০১৭৩৯৯৯৮১৮৮, ০১৭৩৯৯৯৮১৮২
ই-মেইল: ewpd@bg.com.bd, ওয়েবসাইট: www.bashundharahousing.com

CREATIVE SHOWCASE

Press Ad Design

Client: M. K. Electronics



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Bachelor of Arts in English
Bachelor of Film & Television
Bachelor of Laws (LLB Hons)

AACSB MEMBER **GOVT. & UGC APPROVED**

CANADIAN UNIVERSITY OF BANGLADESH
Inspiring Applied Knowledge

www.cub.edu.bd f cubbd

Address: Plot 99, Road 11, Block C, Banani, Dhaka 1213, Bangladesh



SUCCESS
is not a destination
it's a JOURNEY...

CONGRATULATIONS on being successful
on your HSC mission. Now, continue your
voyage of success with tutorial based
education inspired by Canadian Curriculum.

Tk. 5,000 Monthly Stipend
for Double Golden A+

Upto 100% Scholarship for different
Grades of Meritorious Students

ADMISSION GOING ON

SCHOOL OF BUSINESS
BBA MBA EMBA

SCHOOL OF SCIENCE & ENGINEERING
B.Sc in Computer Science & Engineering (CSE)
B.Sc in Electrical & Electronics Engineering (EEE)

SCHOOL OF LIBERAL ARTS
Bachelor of Arts in English
Bachelor of Film & Television
Bachelor of Laws (LLB Hons)

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www.cub.edu.bd f cubbd

Address: Plot 99, Road 11, Block C, Banani, Dhaka 1213, Bangladesh

+880 1707070280-83, +880 29821304

Code: ARW/CUB/2018

CREATIVE SHOWCASE

Press Ad Designs

Client: Canadian University

ADMISSION GOING ON SUMMER 2019

Study here and continue your voyage of success with this international standard and multicultural university

Upto 100% Merit Scholarship for Meritorious Students

SCHOOL OF BUSINESS
BBA MBA EMBA

SCHOOL OF SCIENCE & ENGINEERING
B.Sc in Computer Science & Engineering (CSE)
B.Sc in Electrical & Electronics Engineering (EEE)
B.Sc in Shipping & Maritime Science

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www.cub.edu.bd f cubbd

SIZE: 4 COL X 5 INCH

ADMISSION GOING ON SUMMER 2019

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SCHOOL OF BUSINESS
BBA MBA EMBA

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Bachelor of Arts in English
Bachelor of Film & Television
Bachelor of Laws (LLB Hon's)

CANADIAN UNIVERSITY OF BANGLADESH
Inspiring Applied Knowledge

Address: Plot 99, Road 11, Block C, Banani, Dhaka 1213, Bangladesh

Apply Online:

SIZE: 5 COL X 4 INCH

Press Ad Designs

Client: Canadian University



The advertisement is a vertical layout with a light orange background. On the left, there is a collage of Polaroid-style photos showing students and faculty. At the top left, there are logos for 'academic affiliations', 'KING'S', 'Georgian', and 'MDIS'. The main text is centered and reads: 'CELEBRATING EXCELLENCE SHAPING THE FUTURE THROUGH APPLIED KNOWLEDGE'. Below this, it says 'A JOURNEY TOWARDS ETHERNAL LEGACY HAS CROSSED THE MILESTONE OF 2 SUCCESSFUL YEARS'. To the right of the main text, there are two circular logos: 'AACSB MEMBER' and 'GOVT. & UGC APPROVED'. Below these logos, it says 'Tk. 5,000 Monthly Stipend for Double Golden A+ Upto 100% Scholarship for different Grades of Meritorious Students'. Further down, there is a list of programs: 'SCHOOL OF BUSINESS BBA MBA EMBA', 'SCHOOL OF SCIENCE & ENGINEERING B.Sc. in Computer Science & Engineering (CSE) B.Sc. in Electrical & Electronics Engineering (EEE)', and 'SCHOOL OF LIBERAL ARTS Bachelor of Arts in English Bachelor of Film & Television Bachelor of Laws (LLB Hons)'. At the bottom right, there is a call to action: 'COME AND DISCOVER A WORLD OF OPPORTUNITIES WITH US. EXPLORE OUR CAMPUS, VISIT THE WEBSITE OR MAKE A CALL FOR DETAILS'. The bottom of the ad features the Canadian University of Bangladesh logo and contact information: '+880 1707070280-83 +880 29821304'. The footer contains the address: 'Plot 99 | Road 11 | Block C | Banani | Dhaka 1213 | Bangladesh' and the website 'www.cub.edu.bd'.

academic affiliations | KING'S | Georgian | MDIS

CELEBRATING EXCELLENCE
SHAPING THE FUTURE THROUGH
APPLIED KNOWLEDGE
A JOURNEY TOWARDS ETHERNAL LEGACY HAS
CROSSED THE MILESTONE OF 2 SUCCESSFUL YEARS

ADMISSION GOING ON
SCHOOL OF BUSINESS
BBA MBA EMBA
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B.Sc. in Computer Science & Engineering (CSE)
B.Sc. in Electrical & Electronics Engineering (EEE)
SCHOOL OF LIBERAL ARTS
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Bachelor of Laws (LLB Hons)

CANADIAN UNIVERSITY OF BANGLADESH
Inspiring Applied Knowledge

AACSB MEMBER **GOVT. & UGC APPROVED**

Tk. 5,000 Monthly Stipend
for Double Golden A+
Upto 100% Scholarship for different
Grades of Meritorious Students

Tutorial Based Education
Job Placement
Credit Transfer Opportunity
Stipend & Scholarship Facility
Global Faculty Pool
Modern Campus

COME AND DISCOVER A
WORLD OF OPPORTUNITIES
WITH US. EXPLORE OUR
CAMPUS, VISIT THE WEBSITE
OR MAKE A CALL FOR DETAILS

+880 1707070280-83
+880 29821304

Plot 99 | Road 11 | Block C | Banani | Dhaka 1213 | Bangladesh | www.cub.edu.bd | cubbd

CREATIVE SHOWCASE

Press Ad Designs

Client: Ezzy Automations



P2P family
PLAN TO PERFECTION

EZZY
AUTOMATIONS
EZZY AUTOMATIONS LIMITED

বন্দরনগরী
চট্টগ্রামে
প্রথমবার
Home Automation
Experience Center

01844143527

P2P Experience Center – 687 Mchedibag, Chottogram, Bangladesh

www.ezzygroup.net



Press Ad Design

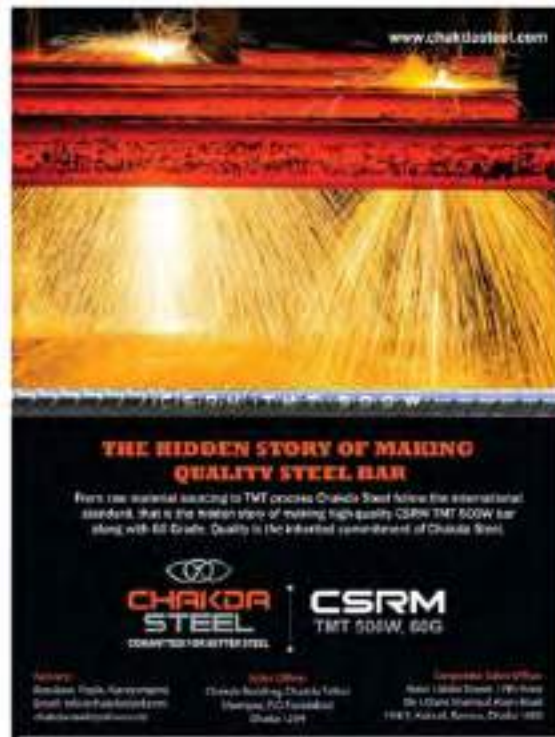
Client: SKS



CREATIVE SHOWCASE

Press Ad Design

Client: CSRM Steel



Press Ad Design

Client: ICT Ministry



The advertisement features a large, stylized portrait of Sheikh Mujibur Rahman on the left. To the right, the title 'আমার বঙ্গবন্ধু' (Amar Bangabandhu) is written in large, red, stylized Bengali script. Below the title, the text 'বঙ্গবন্ধুকে নিয়ে আপনার ভাবনা ভিডিও করে জিতে নিন পুরস্কার' (Share your thoughts about Bangabandhu in a video and win a prize) is written in Bengali. A red banner below this text states 'ভিডিও পাঠানোর সময়সীমা ২৮ মে ২০২১-১০ জুন ২০২১' (Video submission deadline: 28 May 2021 - 10 June 2021). Below the banner, the website 'www.amarbangabandhu.gov.bd' is provided. At the bottom, there are logos for Digital Bangladesh, ICT Division, and the Department of ICT. A small inset image in the top right corner shows a portrait of Sheikh Mujibur Rahman with the text 'মুজিব ১০০' (Mujib 100) and 'শতবর্ষ' (Centenary).

আমার
বঙ্গবন্ধু

বঙ্গবন্ধুকে নিয়ে আপনার ভাবনা ভিডিও করে
জিতে নিন পুরস্কার

ভিডিও পাঠানোর সময়সীমা ২৮ মে ২০২১-১০ জুন ২০২১

বিস্তারিত জানতে ভিজিট করুন - www.amarbangabandhu.gov.bd

DIGITAL BANGLADESH
ICT DIVISION
DEPARTMENT OF ICT

Press Ad Design

Client: Amin Mohammad Group



বিসমিল্লাহির রহমানির রাহিম

গ্রীন বনপ্রী
সবুজে গড়ি, স্বপ্নের আড়ি

শুভ উদ্বোধন

ঠিকানা হোক
সবুজের
মাঝে

ঢাকার স্নেহে সবুজে মোড়া সুপরিষ্কৃত
সুবিমল আবাসন প্রকল্প আমিন মোহাম্মদ
গ্রুপের গ্রীন বনপ্রী হোক আপনার
পরিবারের নির্দিষ্ট ঠিকানা।

উদ্বোধনী অফার
প্রথম ৫০
ফেতার জন্য

আমিন মোহাম্মদ গ্রুপ

যোগাযোগ: ০১৭১৩ ০৬৪৩৮৪, ০১৭১৩ ৩৩০৭৮২

৩, ৫, ১০ ও ২০ কাঠার আকর্ষণীয় প্লট

f AminMohammadGroup

Amin Mohammad Group

@AMG93_OFFICIAL

www.amgbd.com

Green Baristan Press-Ad-001 v. 01

Press Ad Design

Client: Elite Paint



CREATIVE SHOWCASE

Press Ad Design

Client: Automation Cables



www.automation-bd.com

০১৭১৩-১০৩৮১৮

নিরাপদ ক্যাবল
নিশ্চিত জীবন


AUTOMATION CABLES

অগ্নি প্রতিরোধক | আধুনিকতম উৎপাদন প্রক্রিয়া | আন্তর্জাতিক মান | সঠিক প্রযুক্তিগত কোর

অভিযোজনা স্বপ্নের একটি প্রতিষ্ঠান
Automation
In Partnership with the Future

টেক্সট প্যাটার্ন
 
BSTI BUET



Press Ad Design

Client: Prime Bank

[illegible]

CREATIVE SHOWCASE

Press Ad Design

Client: PNL Holdings



The advertisement features a large image of a green pump discharging water into a field. The BGFLOW logo is at the top left, with the tagline 'স্বাচ্ছন্দ্যে মাধে জেতা পাম্প' (BGFLOW). Below it, the text 'স্বাচ্ছন্দ্যে মাধে জেতা পাম্প' is repeated in a stylized font. A paragraph of Bengali text describes the benefits of the pumps. Six circular icons show different pump models: 1. 1/2 HP, 2. 1/2 HP, 3. 1/2 HP, 4. 1/2 HP, 5. 1/2 HP, and 6. 1/2 HP. A green circle with the number '16308' and a phone icon is labeled 'Call Center'. A red starburst graphic says 'স্বাচ্ছন্দ্যে' (BGFLOW). The bottom left shows a large green pump unit. The bottom right has the BGFLOW BD logo. The footer includes the PNL logo, contact information, and social media links.

BGFLOW
স্বাচ্ছন্দ্যে মাধে জেতা পাম্প

স্বাচ্ছন্দ্যে মাধে জেতা পাম্প

স্বাচ্ছন্দ্যে মাধে জেতা পাম্প
স্বাচ্ছন্দ্যে মাধে জেতা পাম্প
স্বাচ্ছন্দ্যে মাধে জেতা পাম্প
স্বাচ্ছন্দ্যে মাধে জেতা পাম্প
স্বাচ্ছন্দ্যে মাধে জেতা পাম্প
স্বাচ্ছন্দ্যে মাধে জেতা পাম্প

16308
Call Center
16308

স্বাচ্ছন্দ্যে
BGFLOW BD

PNL
16308
স্বাচ্ছন্দ্যে মাধে জেতা পাম্প
স্বাচ্ছন্দ্যে মাধে জেতা পাম্প
স্বাচ্ছন্দ্যে মাধে জেতা পাম্প
স্বাচ্ছন্দ্যে মাধে জেতা পাম্প
স্বাচ্ছন্দ্যে মাধে জেতা পাম্প
স্বাচ্ছন্দ্যে মাধে জেতা পাম্প



POSM

CREATIVE SHOWCASE

POSM

Client: M. K. Electronics (INSTORE BRANDING)



POSM

Client: M. K. Electronics



Danglar 1 - Front

Danglar 1 - Back



Danglar 2 - Front

Danglar 2 - Back

POSM

Client: M. K. Electronics



POSM

Client: SKS -SENA Cement



Cutout



Festoon



Shop sign



MUG Branding

CREATIVE SHOWCASE



POSM

Client: SKS -SENA Cement



Buntings



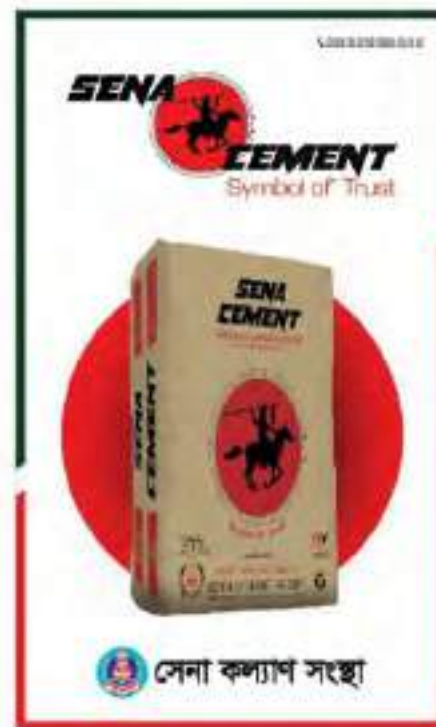
CREATIVE SHOWCASE

POSM

Client: SKS -SENA Cement



Shutter Branding



Festoon

CREATIVE SHOWCASE

POSM

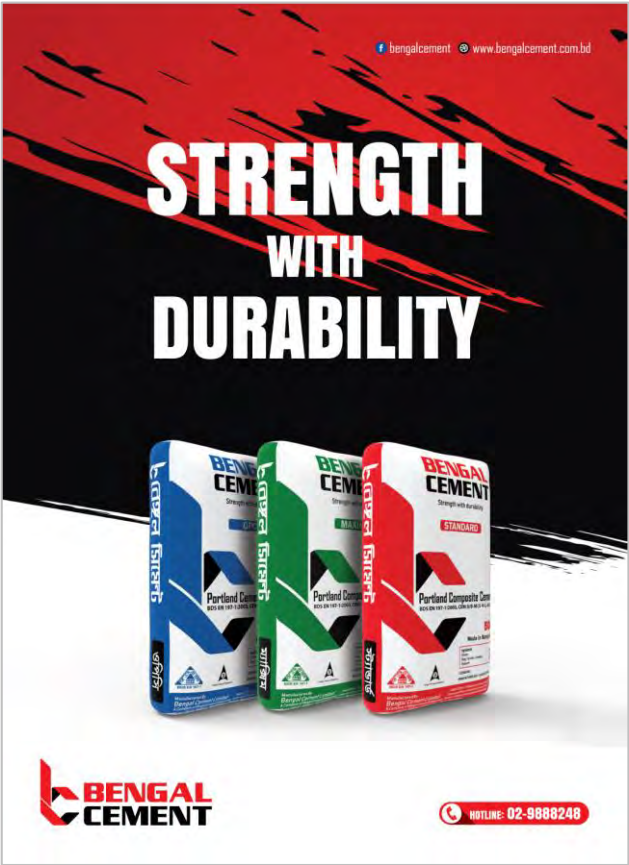
Client: Bengal Cement



CREATIVE SHOWCASE

POSM

Client: Bengal Cement



POSM

Client: Omera LP Gas



Buntings and In-store Display

BROCHURE & BOOKLET

CREATIVE SHOWCASE

BROCHURE & BOOKLET

Client: SKS



BROCHURE & BOOKLET

Client: SKS



BROCHURE & BOOKLET

Client:



CREATIVE SHOWCASE

BROCHURE & BOOKLET

Client: Automation Cables



BROCHURE & BOOKLET

Client: Automation Cables



CREATIVE SHOWCASE

BROCHURE & BOOKLET

Client: Elite Paint



CREATIVE SHOWCASE

BROCHURE & BOOKLET

Client: M. K. Electronics



PACKAGING

CREATIVE SHOWCASE

PACKAGING

Client: PRAN-RFL GROUP



CREATIVE SHOWCASE

PACKAGING

Client: SKS



PACKAGING

Client: SKS



PACKAGING

Client: SKS



PACKAGING

Client: Bashundhara Group



PACKAGING

Client: SKS



CREATIVE SHOWCASE

PACKAGING

Client: MIXED CLIENTS



PACKAGING

Client: MIXED CLIENTS



ONLINE
[Motion Graphics]

SOCIAL MEDIA CONTENTS

Client: Several Clients



<https://fb.watch/evzfu1Hmp8/>



<https://fb.watch/evzjUpuAMt/>



<https://fb.watch/evTxF4KW-P/>



<https://fb.watch/evTCQxOT73/>

SOCIAL MEDIA CONTENTS

Client: : Several Clients



https://fb.watch/evTI0_5OuB/



<https://fb.watch/evTVIsZd6W/>



<https://fb.watch/evU7SqYrxx/>



<https://fb.watch/evUhh4jfNj/>

SOCIAL MEDIA CONTENTS

Client: : Several Clients



<https://fb.watch/evUxmP8Qnn/>



<https://fb.watch/evUHA8jU0A/>

ONLINE
[Static]

SOCIAL MEDIA CONTENTS

Client: Ifad Autos



SOCIAL MEDIA CONTENTS

Client: Ifad Autos



SOCIAL MEDIA CONTENTS

Client: Bombay Sweets



SOCIAL MEDIA CONTENTS

Client: PRAN-RFL Group



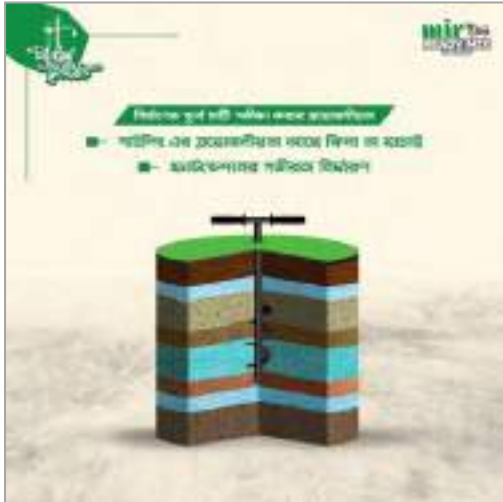
SOCIAL MEDIA CONTENT

Client: MIR Redimix



SOCIAL MEDIA CONTENT

Client: MIR Redimix



CREATIVE SHOWCASE

SOCIAL MEDIA CONTENT

Client: Raise IT Solution



SOCIAL MEDIA CONTENTS

Client: Twinkler Collection



SOCIAL MEDIA CONTENTS

Client: JOBIKE



SOCIAL MEDIA CONTENTS

Client: RITS BROWSER



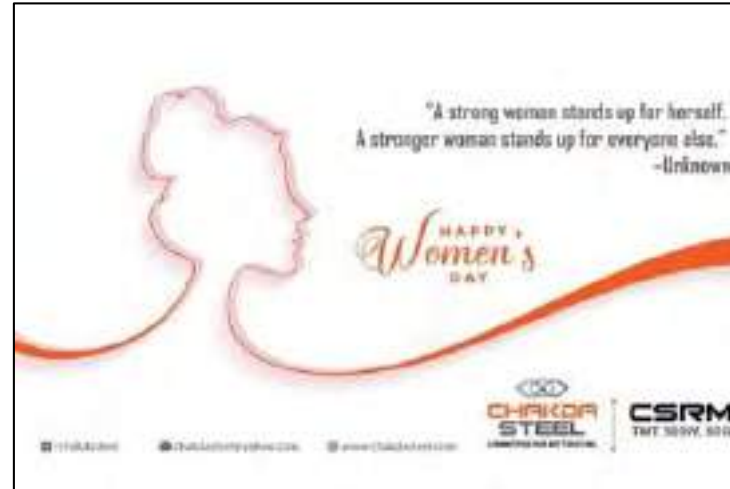
SOCIAL MEDIA CONTENTS

Client: CSR Steel



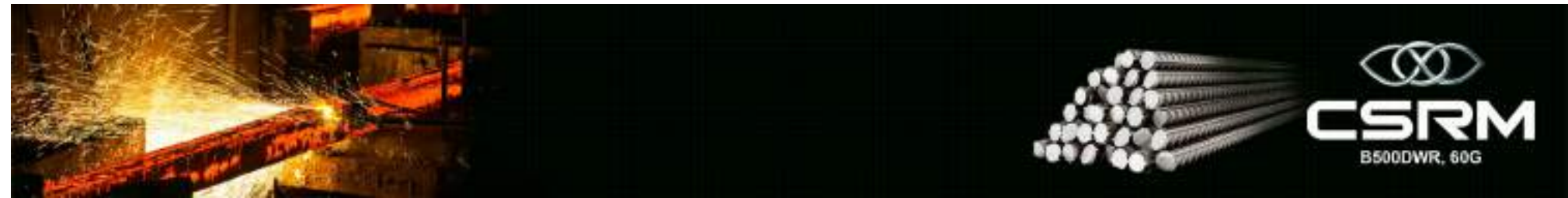
SOCIAL MEDIA CONTENTS

Client: CSRM Steel



ANIMATED WEB BANNER

Client: CSRM Steel



STATIC WEB BANNER

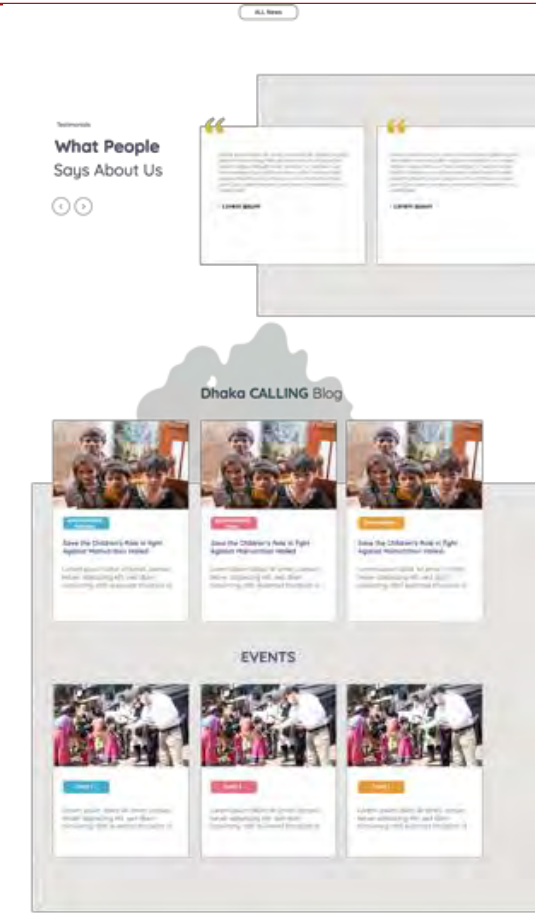
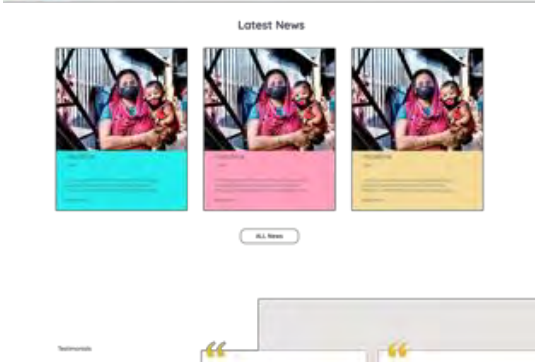
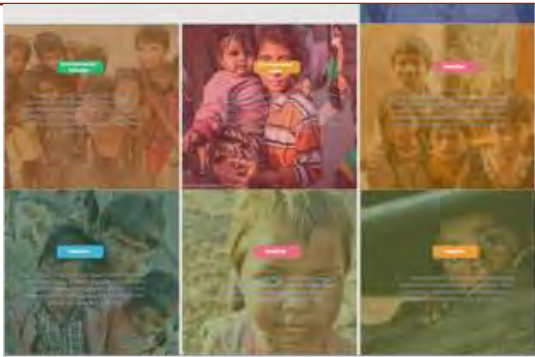
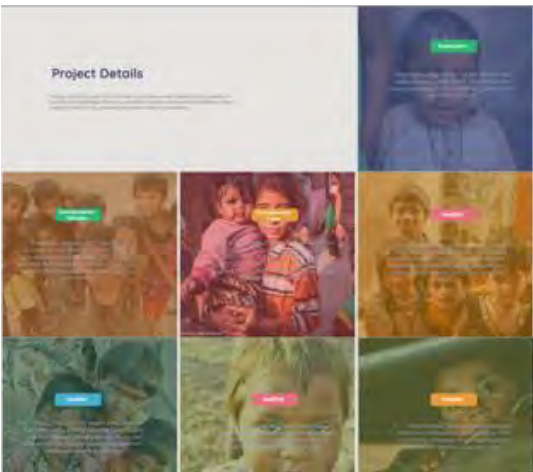
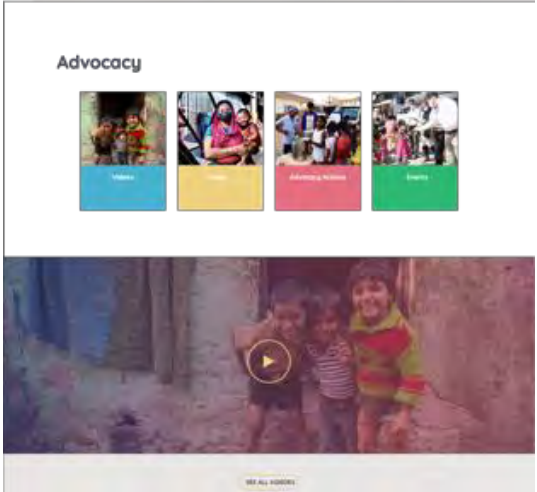
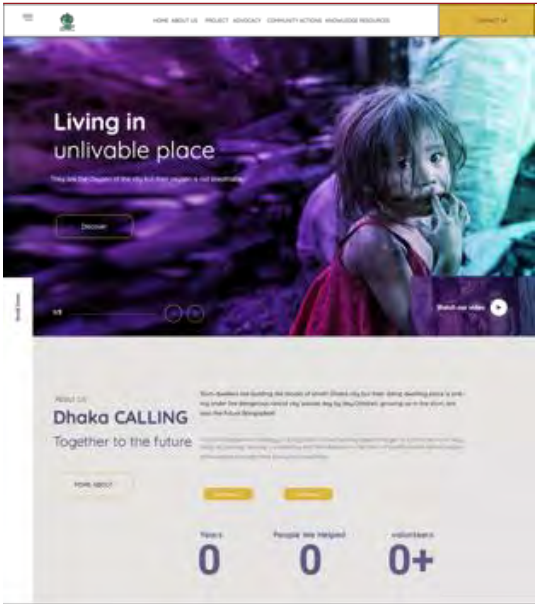
Client: BASHUNDHARA HOUSING



CREATIVE SHOWCASE

WEBSITE UI DESIGN – dhakaCALLING

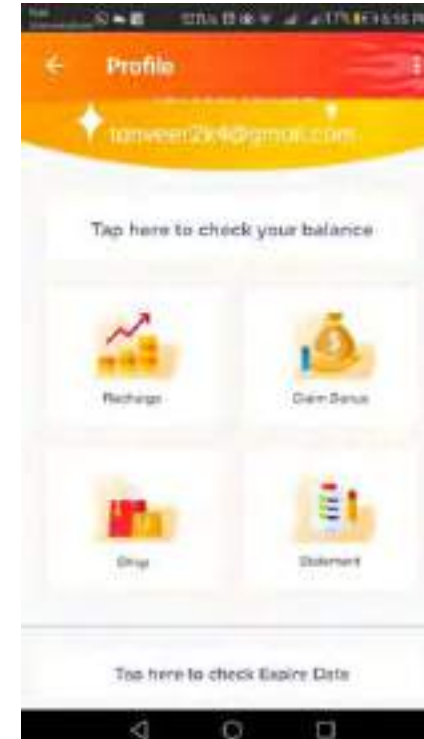
Client: InsightBD, USAID



CREATIVE SHOWCASE

APP UI

Client: RITS Browser



EVENTS & VENUE DECOR

EVENTS & ACTIVATION

Client: US National Day 2022 Celebration by US Embassy of Dhaka | 2022



<https://www.facebook.com/bangladesh.usembassy/videos/742263310435682/>

EVENTS & ACTIVATION

Client: US National Day 2022 Celebration by US Embassy of Dhaka | 2022



<https://www.facebook.com/bangladesh.usembassy/videos/742263310435682/>

EVENTS & ACTIVATION

Client: GAIN Bangladesh - Digitizing Fortification Quality and Strengthening Enabling Environments inception Meeting | 2022



EVENTS & ACTIVATION

Client: 1st Concrete pouring ceremony of unit 2 Rooppur Nuclear Power Plant | 2018



EVENTS & ACTIVATION

Client: Bir Cement Launching Event | 2021



EVENTS & ACTIVATION

Client: Sena Edible Oil Launch | 2018



EVENTS AND ACTIVATION

Client: Bangladesh Army (38th Raising Day, ASPTS) Venue Branding | 2017



EVENTS AND VENUE DECOR

Client: ORION GROUP (SIGNING CEREMONY VENUE Branding) | 2017



EVENTS AND ACTIVATION

Client: ORION GROUP (SIGNING CEREMONY VENUE Branding) | 2017



CREATIVE SHOWCASE

EVENTS AND ACTIVATION

Client: ORION GROUP (SIGNING CEREMONY) | 2017



EVENTS & ACTIVATION

Client: Symphony Mobile Annual Sales Conference'2017 @Grand Sultan Resort, Srimangla) | 2017



EVENTS & ACTIVATION

Client: Transcom Digital (Annual Sales Conference'2017 @Cox's Bazar) | 2017



EVENTS & VENUE DECOR

Client: Transcom Digital (Annual Sales Conference'2017 @Cox's Bazar)



EVENTS & ACTIVATION

Client: Edison Electronics (Annual Sales Conference 2018) | 2018



CREATIVE SHOWCASE



EVENTS & ACTIVATION

Client: Prime Bank Foundation (Scholarship Distribution Event 2016) | 2016



EVENTS & ACTIVATION

Client: Caring India Launching | 2016



STALLS & BOOTHS

CREATIVE SHOWCASE

STALLS & BOOTHS

Client: Orion Group



STALLS & BOOTHS

Client: NCDC | DGHS



CREATIVE SHOWCASE

STALLS & BOOTHS

Client: NCDC | DGHS



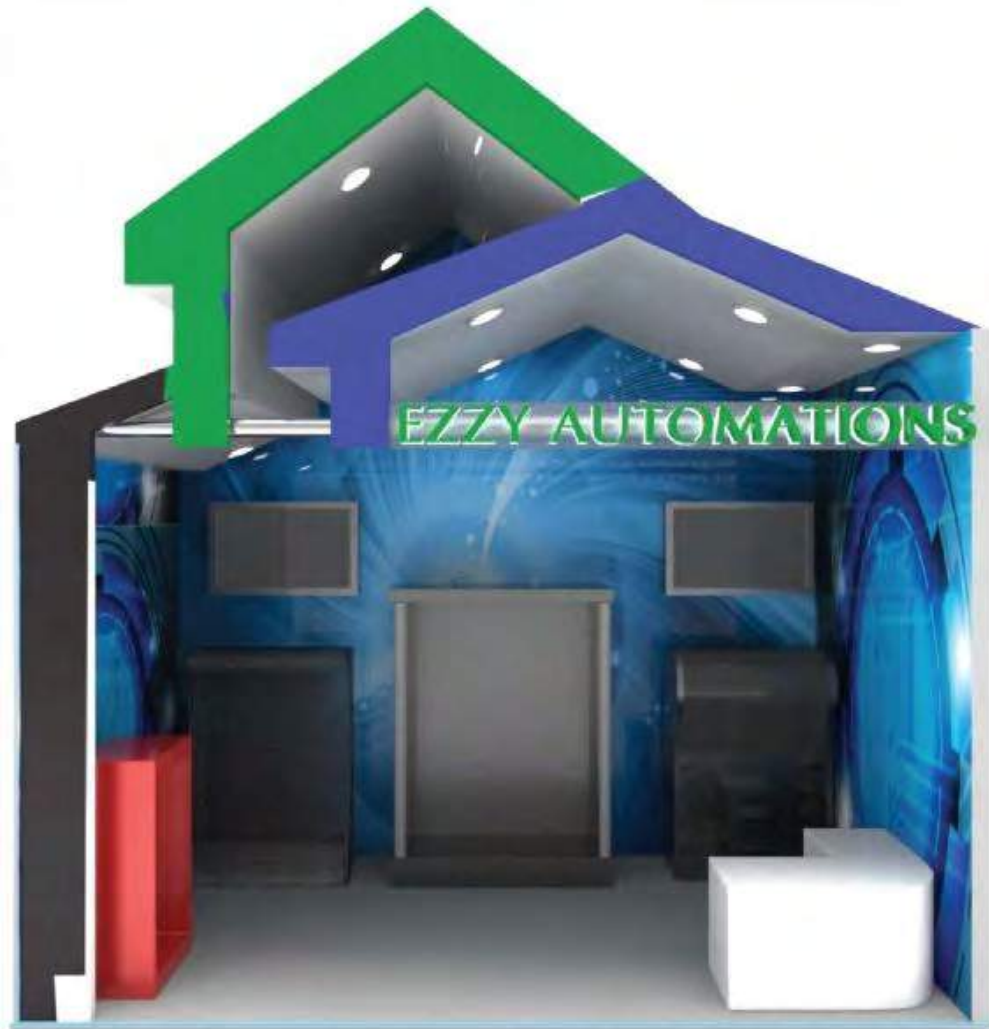
STALLS & BOOTHS

Client: Orion Group



STALLS & BOOTHS

Client: Ezzy Automation



STALLS & BOOTHS

Client: Prime BANK



VIDEO COMMERCIAL

OVC/TVC

Client: Multiple Client



Title: Pakritik Poribeshe Bere Utha Goru

Client: Labib Group

Brand: Alamgir Rance

Duration: 40 Sec

YouTube Link: <https://youtu.be/vFJlYjj0tV8>



Title: Hariye Jete Jao Fantasyte....

Client: Concord Group

Brand: Fantasy Kingdom

Duration: 87 Sec

YouTube Link: <https://youtu.be/zGCp69qndMY>

CREATIVE SHOWCASE

OVC/TVC

Client: Multiple Client



Title: Messenger of Love

Client: Bombay Sweets Ring Chips

Duration: 50 Sec

YouTube Link: <https://youtu.be/atSzSdWvYZo>



Title: Pride of the Nation

Client: BIR Cement - Bashundhara Group

Duration: 40 Sec

YouTube Link: https://youtu.be/3c_SZv2UBww



CREATIVE SHOWCASE

OVC/TVC

Client: Multiple Client



Title : Amar Commitment

Client : Chakda Steel

Duration : 50 Sec

YouTube Link: <https://youtu.be/wlsVaU7-AuY>



Title : Astha Life Insurance Corporate

Client : Astha Life Insurance Company Ltd.

Duration : 45 Sec

YouTube Link: <https://youtu.be/nx5J0mfuDtw>



CREATIVE SHOWCASE

OVC/TVC

Client: Multiple Client



Take the link or Click
To Play From YouTube

Title : Bliss in Life
Campaign : MK Electronics Campaign
Client : MK Electronics
Duration : 50 Sec

YouTube Link: <https://youtu.be/VXvmifRjxt8>



Take the link or Click
To Play From YouTube

Title : Mayer Janne Valobasha
Campaign : Mothers' Day
Client : Olympic Industries Ltd.
Duration : 3:25 Sec

YouTube Link: <https://youtu.be/fkc9ogU04pw>



CREATIVE SHOWCASE

OVC/TVC

Client: Multiple Client



Take the link or Click
To Play From YouTube

Title : Heigar Gas Stove
Client : Heigar
Duration : 30 Sec

YouTube Link: <https://youtu.be/yYmhZSFTZvk>



Take the link or Click
To Play From YouTube

Title : Sabuj a gori Shapner Bari
Campaign : Green Banasree Launching
Client : Amin Mohammad
Duration : 43 Sec

YouTube Link: https://youtu.be/y3MNOH_btpM



CREATIVE SHOWCASE

OVC/TVC

Client: Multiple Client



Take the link or Click
To Play From YouTube

Title : Ballo Bibah Protirod
Campaign : DGFP FP Method, Facilities Delivery, Early Marriage
Client : DGFP
Duration : 60 Sec

YouTube Link: <https://youtu.be/3dOWE7pzqN0>



Take the link or Click
To Play From YouTube

Title : CONE OVC
Client : a2i
Duration : 1.40 Min

YouTube Link <https://youtu.be/sCkz6W2PdhM>



CREATIVE SHOWCASE

OVC/TVC

Client: Multiple Client



Take the link or Click
To Play From YouTube

Title : Boibe Nodi Baromas Theme Song
Campaign : Water Day 2019
Client : Ministry of Water Resources
Duration : 4.13 Min

YouTube Link: <https://youtu.be/4AMeDMwDp78>



Take the link or Click
To Play From YouTube

itle : ASPTS Theme Song
Client : ASPTS, Bangladesh Army
Duration : 5 Min

YouTube Link: <https://youtu.be/nrgBP0SQwiY>



CREATIVE SHOWCASE

OVC/TVC

Client: Multiple Client



Take the link or Click
To Play From YouTube

Title : El Meadows
Campaign : Corporate
Client : El Meadows
Duration : 1.38 Sec

YouTube Link: <https://youtu.be/kDuM1n7bWZE>



Take the link or Click
To Play From YouTube

Title : Shabujer Somaraha
Campaign : Green Model Town
Client : Amin Mohammad Group
Duration : 30 Sec

YouTube Link: <https://youtu.be/z5ugYJh5Ruc>



CORPORATE DOCUMENTARIES

CREATIVE SHOWCASE

AV

Client: Multiple Client



Take the link or Click
To Play From YouTube

Title : Bashundhara Housing Corporate AV
Client : Bashundhara Group
Duration : 7 Min

YouTube Link: <https://youtu.be/a36rllujf-U>



Take the link or Click
To Play From YouTube

Title : Gardenia Corporate AV
Client : Gardenia Wears Ltd.
Duration : 5 Min

YouTube Link: <https://youtu.be/AnkJX9AJ050>



CREATIVE SHOWCASE

AV

Client: Multiple Client



Take the link or Click
To Play From YouTube

Title : ASPTS Documentary
Client : ASPTS, Bangladesh Army
Duration : 7 Min

YouTube Link: Link will be provided upon request



Take the link or Click
To Play From YouTube

Title : Automation Cable AV
Client : Automation Group
Duration : 7 Min

YouTube Link: <https://youtu.be/K1oORxRQ9f8>



CREATIVE SHOWCASE

AV

Client: Multiple Client



Title : Canadian University of Bangladesh AV
Client : Strategic Holdings

YouTube Link: <https://youtu.be/atSzSdWvYZo>



Title: Automation Engineering AV
Client: Automation Group

YouTube Link: <https://youtu.be/50cpXOo-0eE>



AV

Client: Multiple Client



Title : Green Model Town Location AV
Client : Amin Mohammad Group

YouTube Link: <https://youtu.be/xyp6CHRkn7o>



Title : Green Banasree Location AV
Client : Amin Mohammad Group

YouTube Link: https://youtu.be/y3MNOH_btpM

OVC/TVC

Client: Multiple Client

Please visit our YouTube link to watch the videos
YouTube/Libanza Bangladesh

CASES FROM THE
TEAM

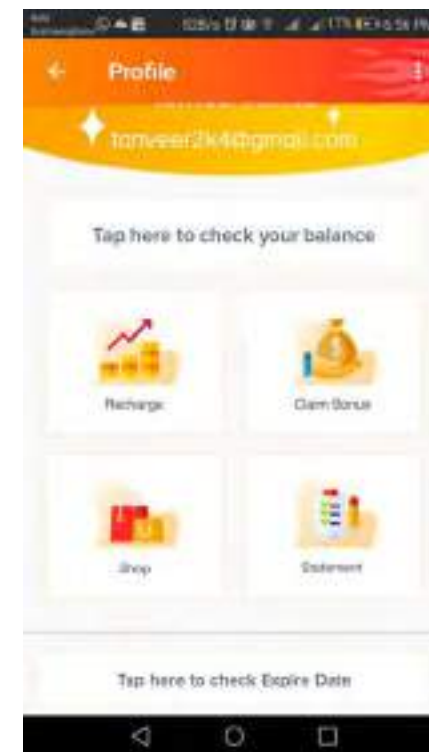
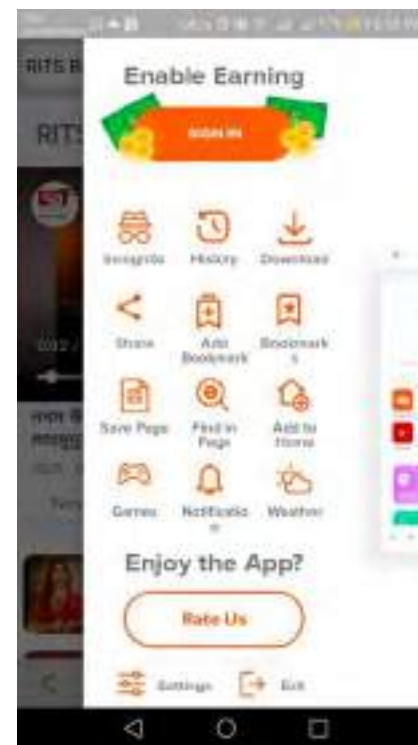


RITS Browser is the first and only Bangladeshi Android Browser that's provide ads and cookie free browsing experience. The browser comes with a loads of features like,

1. Aggregated contents: customized news, YouTube videos segmented by types, Live TV and many more
2. **Ad free** video and content view.
3. Preloaded with useful sites, like ticketing, popular e-commerce, and comparison.
4. **Earning facilities** for its user just by Browsing.
5. **Redemption** of points in **Mobile recharge, online and offline shopping,**
6. **Bonus earning** for registered users
6. Light, Fast & Secure

Is to make it successful.

AP UI, Website UI, **Content Development**, Social Media management, **run Ad Campaigns, PR**



App Download	Active User	FB Fan	FB Group
2.5 million	1 million	181k	1.8k (Organic)

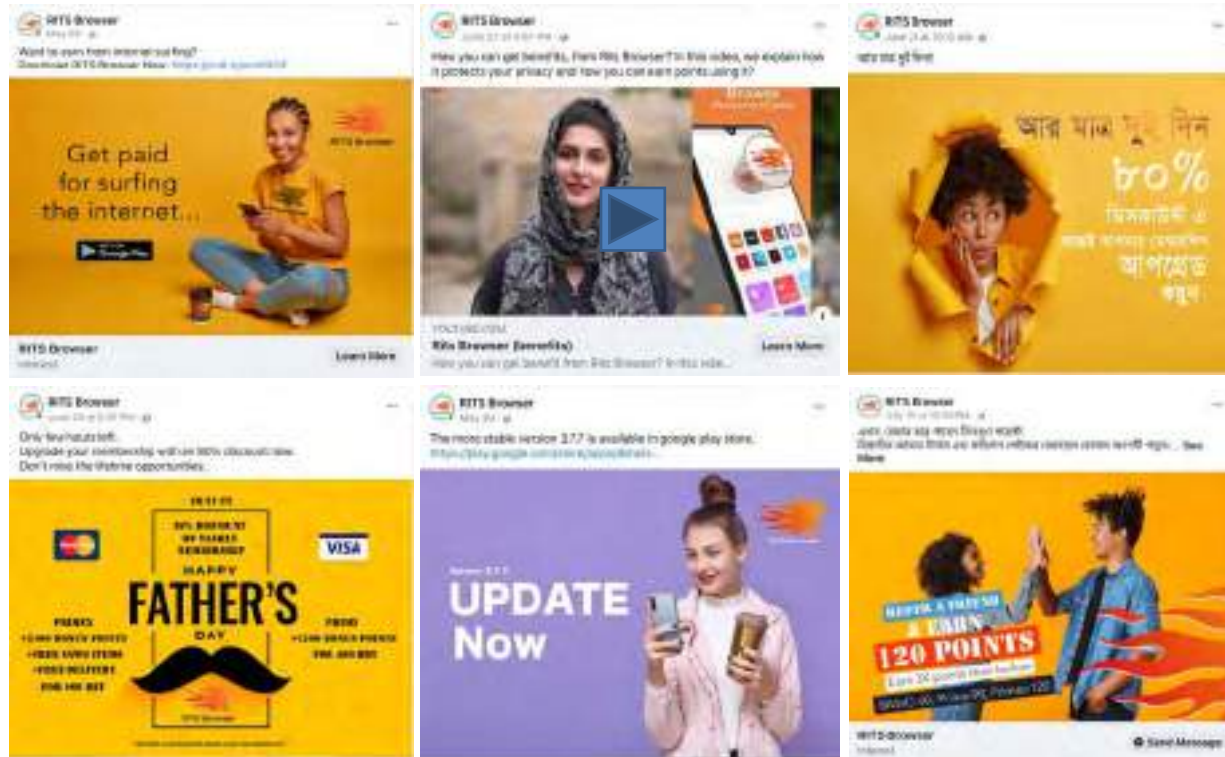


APICTA
Awards
2017



BASIS National
ICT Awards 2017

Following are glimpses of contents those has been used in different platforms.



Facebook Content



Web Banner



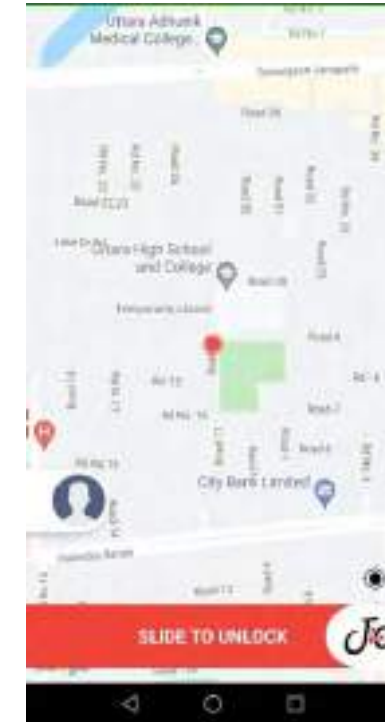
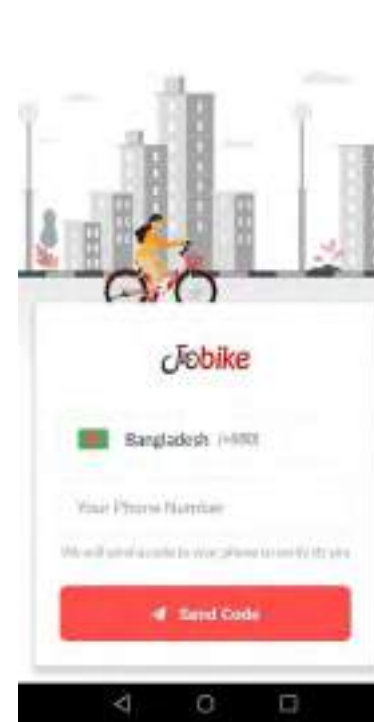
Web Banner





Jobike is a bicycle sharing app serving the cities of Dhaka, Chittagong , Cox's Bazar and Sylhet launched in 2018, it is the first such service in Bangladesh.

1. Easy download and registration from Appstore/Playstore.
2. Rides placed in allocated location.
3. Simple process to request a ride. Once reach to the location of ride, it can be unlocked by scanning QR code.
4. Sanitizing materials standby to ensure germ free safe ride.
5. Sanitizing by team in every 2 hours
6. Available in Dhaka, Chattogram, Cox's Bazar and Sylhet
7. It also operates in two large university campuses



Communication Strategy,
PR and Content
Development

App Download

100K

Active User

70k

Rides

1m+

(last 1 year)

Saved

275k

(Oxygen emission)



Following are glimpses of contents those has been used in different platforms.



Facebook Content



Influencer Video Content



A2z Comparison is a comparison website that was launched with vision that the portal would help the help the site visitor with comparison of anything that require a second thought in purchasing. The portal would compare anything starting from Electronics to Insurance service to Air fare

- Design and development of the website,
- content development.
- Launch Campaign,
- create and execute social media campaigns



FB Contents



A2Z CEO receiving the ICT award

Site Visit
110k+ visitor
 (in the 1st month)

Comparison Made
55k+
 (in 1st 3 month)



BASIS National
 ICT Awards 2017

LAUNCHING OF TEER WHOLE WHEAT ATTA

Client:
City Group

Brand:
Teer Whole Wheat Atta

Case Type
Intregrated Product Launching Campaign

Platform
TV, PRESS, OOH,
Trade, Event, Digital

Video link
<https://youtu.be/O3xqkza4aHM>

Objective
To launch the new and 1st ever whole wheat atta “Teer”.

Challenge
People has very less product information and knowledge to make a trial. It’s very new in the market. So, to create a trail was become the biggest challenge.

BIG Idea
To demonstrate the brands key proposition
“স্বাস্থ্য সচেতন
মানুষের প্রথম
পছন্দ হোক তীর
হোল হুইট আটা”



Execution

Centering the product launching idea a demonstrative TVC had been produced for the campaign. There are several press and OOH has been developed to portray the communications strategically. TVC had been aired on almost all top rated pvt TV channels. A launching event was arranged on that occasion. A country wide activation had been placed to introduced the product.

Result:

Within this Category Teer Whole Wheat Atta become the market leader by creating a high impact.

Bangladesh Internet Week 2015

Client:
BASIS

Brand:
BIW15

Case
BIW15

Platform
Social/Digital

Channels
Facebook, Google ,
YouTube, Twitter

Video link
<https://youtu.be/7gagkvJluQ>

Objective
Make people understand how internet can change their life and bring them in to first ever internet festival in Bangladesh Internet Week 2015 that took place in three major cities and in all Upzila complex.

Challenge
Reaching 10m people throughout the country and educated them about the internet.

BIG Idea
"উন্নয়নের পাসওয়ার্ড এখন আমাদের হাতে" – Internet is the key of prosperity and it is now available for everyone.

Execution
The digital campaign was launched on Facebook. Then it followed on Twitter, YouTube and Google. It was an integrated digital marketing campaign which aligning ATL. During the event live coverage was done on Facebook and Twitter.

Result
The campaign reached more than 11 million people.



HUAWEI GR5 Launch Campaign

Client:
HUAWEI

Brand:
HUAWEI
SMARTPHONES

Platform
Online

Channels
Facebook, Instagram,
YouTube

Video link
<https://youtu.be/Q4GSdWuodfY>

Objective

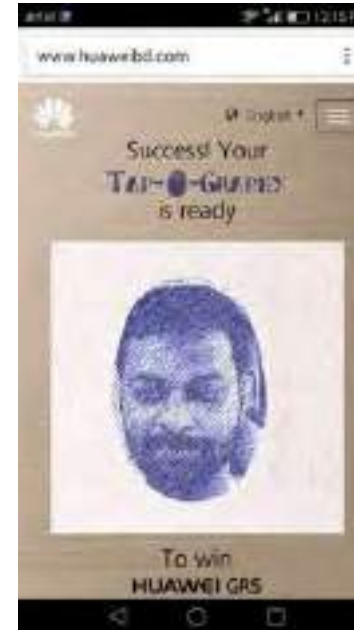
To introduce Huawei GR5 in the market which is enabled with fingerprint sensor at the lowest price in the market.

Challenge

Establishing that the fingerprint technology of GR5 has much usability.

BIG Idea

Everyone is different and so does their fingerprint.



Execution

We made a series of teaser posts which was entirely based on Tap and what a Tap can do. Afterwards, the launching was done connecting with the teaser sets. A video was made to support the launch. In addition a Mobile Web App named as

Tap-O-Graphy is also developed which combines one's fingerprint with his/her face to give an unique profile photo to reinforce the message further.

Result

Among the fingerprint enabled handsets, GR5 got very positive response. Sales doubled than the G7 Plus; previous fingerprint enabled handset from Huawei. 110k Page additional Likes were generated and the Campaign reached to **9m people**. Looking at the quality and success, Huawei region has decided to execute the same campaign in different countries.

SYMPHONY Xplorer ZV Launch Campaign

Client:
SYMPHONY

Platform
Social/Digital

Channels
Facebook, Google, &
Local Ad Networks

<https://www.facebook.com/symphony mobile>

Objective

To increase awareness of SYMPHONY Xplorer ZV handsets

Challenge

Considering its previous version Xplorer ZIV, ZV was offered at a lower price; which had a negative take out of 'lower price means compromised quality'.

BIG Idea

Your Phone - made taking your suggestion, suite to your budget.

Execution

Expectation was built through teaser post. Launch conveyed the message of your phone. Product feature was highlighted through post launch posts.

A multilayer android game is developed to convey the product feature while playing.

Result

The product ran out of stock within a week of launch. An order for the second lot is on the way.



Teletalk Rebranding | 'Connect to Happiness' Campaign

Client:
Teletalk

Project Type
Community
Management

Platform
Social Network

Channels
Facebook, Campaign
Microsite, Display
Network.

Objective

To introduce and associate #happiness with Teletalk prior to re-launch of the new logo and renewed brand positioning "enabler of happiness"

Challenge

To let people think has been changed and turned into better.

BIG Idea

Was to engage & expose the audience on what 'happiness' mean to the and others.



Execution

A microsite has been developed where the audience could write their happiness statement and share on their FB wall. Three promo video were made to promote the campaign using three celebrities. Google Adwords & DFP were used to promote the campaign. 1000 winners got Happiness T-shirt printed with their individual happiness statement. Top 100 happiness were displayed in Launching Ceremony. An e-mail was sent those who participated with the brand message explained. The launch was taken to the web using all channels through Display Banners, Videos and Posts.

Result

We got 13000+ individual happiness from the fans during the teaser phase The campaign got huge number of views, likes, shares and engagement and ultimately the message was passed through

Jamai Ador:
Inactive SIM
Activation
Campaign

Teletalk had a huge number of inactive SIM and they wanted to bring these users back in their net through some very entertaining and comforting offers. To spread the ador we created a social media campaign using an app where users can register and invite friends to avail Jamiador with instant reward for successful invitation.

Apart from huge reach there are more than 15,000 registration just over in two weeks.

Client:
Teletalk

Case Type
Local

Project Type
Community
Management

Platform
Social Network

Channels
Facebook



Mentos Air Action Voice Action

Client:
Mentos

Project Type
Social Media Campaign

Platform
Social Network

Channels
Facebook
BTL

Objective

Air Action has been placed as a product which smoothen throat, however the brand was struggling positioning himself as the only solution of your sore throat due to lack of ATL communication budget.

Idea

As we often struggle to search for right Voice Over Artist, this brand attribute can be utilized to arrange a voice over artist hunt contest. Which is a perfect suits to the brand and it's positioning.

Challenge

To get enough response and participations as there was limited budget.

Execution

In this campaign Participants were asked to send their voice through a number which was integrated with a IVR system. Participants were selected through a rigorous screening process. Selected participants went through a 2 days training session conducted by none other than the famous Gazi Majharul Anwar.



Result

168,462 engaged user.
Reached 1,486,226 people.
8500+ page likes during campaign.
Over 1000+ participations.



HUAWEI GR5 Launch Campaign

Client:
HUAWEI

Brand:
HUAWEI
SMARTPHONES

Platform
Online

Channels
Facebook, Instagram,
YouTube

Video link
[GR5 Launching AV](#)

Objective

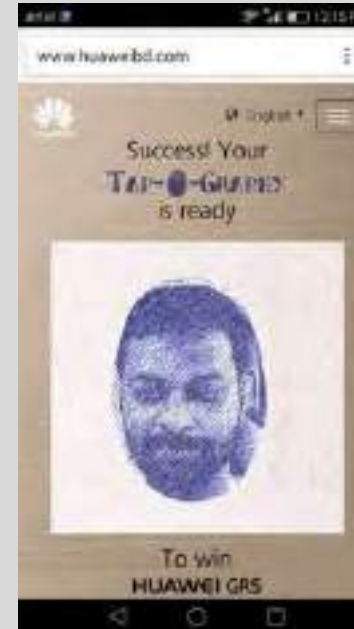
To introduce Huawei GR5 in the market which is enabled with fingerprint sensor at the lowest price in the market.

Challenge

Establishing that the fingerprint technology of GR5 has much usability.

BIG Idea

Everyone is different and so does their fingerprint.



Execution

We made a series of teaser posts which was entirely based on Tap and what a Tap can do. Afterwards, the aunching was done connecting with the teaser sets. A video was made to support the launch. In addition a Mobile Web App named as

Tap-O-Graphy is also developed which combines one's fingerprint with his/her face to give an unique profile photo to reinforce the message further.

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Among the fingerprint enabled handsets, GR5 got very positive response. Sales doubled than the G7 Plus; previous fingerprint enabled handset from Huawei. 110k Page additional Likes were generated and the Campaign reached to **9m people**. Looking at the quality and success, Huawei region has decided to execute the same campaign in different countries.

LAUNCHING OF OKAPIA MOBILE

Client:
OKAPIA MOBILE

Brand:
Okapia

Case Type
Integrated Launching Campaign

Platform
PRESS, OOH

Objective
To introduce the new smart phone brand Okapia.

Challenge
Marketing was very dominated by Symphony.

BIG Idea
To demonstrate the idea we use a thematic route “Bonding Inspired”



Execution
Centering the launching plan several Press and OOH and Digital ideas has been developed. The braded shop and trade branding had been placed in all biggest mobile phone market of the country. There were a huge PR had been planned and executed to announce the launch of the new smart phone in the country.

Result:
Within a very short time Okapia mobile has been created an impact in local smart phone brand though the innovative communications, channels, POSM branding, activations and the attractive handset designs.



Okapia Press Ad, Size



Size: 6 Col x 6 Inch



Size: 6 col x 6 inch



Size: 6 col x 6 inch

okapia
bonding inspired

EPIC FUN

Android Jelly Bean 4.2.2
Upgradable to KitKat
4.3 10 IPS Capacitive Display

Quad Core 1.3 GHz
RAM 1GB ROM 8GB
Rear Camera 13 MP
Front Camera 3 MP
3G, Wi-Fi, Bluetooth
OTG & Wireless Display
Accelerometer, Gyroscope
Light & Proximity sensor
MicroSD up to 32GB
2300mAh Li-polymer Battery
FRL Back Cover and
Protection Touch Panel

2.54

ELITE FUSION
and many more...

18 Months
7 days
Replacement Guarantee

www.okapia-mobile.com

okapia
bonding inspired

MEET ELITE

Android Jelly Bean 4.2.2
Upgradable to KitKat
4.3 10 IPS Capacitive Display

Quad Core 1.3 GHz
RAM 1GB ROM 16GB
Front Camera 2 MP
Rear Camera 8 MP
3G, Wi-Fi, Bluetooth
Accelerometer
Light & Proximity sensor
MicroSD up to 32GB
1800mAh Battery

2.54

EPIC FUSION
and many more...

18 Months
7 days
Replacement Guarantee

www.okapia-mobile.com

okapia
bonding inspired

SO MUCH IN SO LITTLE

Android Jelly Bean 4.3
Upgradable to KitKat
4.3 10 IPS Capacitive Display

Quad Core 1.3 GHz
RAM 1GB (ROM 8GB)
Rear Camera 13 MP
Front Camera 2 MP
3G, Wi-Fi, Bluetooth
micro SD up to 32GB
Accelerometer, E-Compass
1720mAh Li-polymer Battery

2.54

EPIC ELITE
and many more...

18 Months
7 days
Replacement Guarantee

www.okapia-mobile.com

okapia
bonding inspired

DYNAMIC 2 DUO

XITE
Android Jelly Bean 4.2
Quad Core 1.3 GHz
RAM 1GB ROM 8GB
Rear Camera 13 MP
Front Camera 2 MP
3G, Wi-Fi, Bluetooth
micro SD up to 32GB
Accelerometer, E-Compass
1720mAh Li-polymer Battery
8,990/-

FUSION
Android Jelly Bean 4.2
Quad Core 1.3 GHz
RAM 1GB ROM 8GB
Rear Camera 13 MP
Front Camera 2 MP
3G, Wi-Fi, Bluetooth
micro SD up to 32GB
Accelerometer, E-Compass
1720mAh Li-polymer Battery
7,990/-

okapia mobile | www.okapia-mobile.com | 01790221112

okapia
bonding inspired

THRILLING 3 THREE

XITE
Android Jelly Bean 4.2
Quad Core 1.3 GHz
RAM 1GB ROM 8GB
Rear Camera 13 MP
Front Camera 2 MP
3G, Wi-Fi, Bluetooth
micro SD up to 32GB
Accelerometer, E-Compass
1720mAh Li-polymer Battery
8,990/-

FUSION
Android Jelly Bean 4.2
Quad Core 1.3 GHz
RAM 1GB ROM 8GB
Rear Camera 13 MP
Front Camera 2 MP
3G, Wi-Fi, Bluetooth
micro SD up to 32GB
Accelerometer, E-Compass
1720mAh Li-polymer Battery
7,990/-

okapia mobile | www.okapia-mobile.com | 01790221112



SYMPHONY Xplorer ZV Launch Campaign

Client:
SYMPHONY

Platform
Social/Digital

Channels
Facebook, Google, &
Local Ad Networks

<https://www.facebook.com/symphonymobile>

Objective

To increase awareness of SYMPHONY Xplorer ZV handsets

Challenge

Considering its previous version Xplorer ZIV, ZV was offered at a lower price; which had a negative take out of 'lower price means compromised quality'.

BIG Idea

Your Phone - made taking your suggestion, suite to your budget.

Execution

Expectation was built through teaser post. Launch conveyed the message of your phone. Product feature was highlighted through post launch posts.

A multilayer android game is developed to convey the product feature while playing.

Result

The product ran out of stock within a week of launch. An order for the second lot is on the way.



Mentos Air Action Voice Action

Client:
Mentos

Project Type
Social Media Campaign

Platform
Social Network

Channels
Facebook
BTL

Objective

Air Action has been placed as a product which smoothen throat, however the brand was struggling positioning himself as the only solution of your sore throat due to lack of ATL communication budget.

Idea

As we often struggle to search for right Voice Over Artist, this brand attribute can be utilized to arrange a voice over artist hunt contest. Which is a perfect suits to the brand and it's positioning.

Challenge

To get enough response and participations as there was limited budget.

Execution

In this campaign Participants were asked to send their voice through a number which was integrated with a IVR system. Participants were selected through a rigorous screening process. Selected participants went through a 2 days training session conducted by none other than the famous Gazi Majharul Anwar.



Result

168,462 engaged user.
Reached 1,486,226 people.
8500+ page likes during campaign.
Over 1000+ participations.



RE-LAUNCHING OF AKIJ CERAMICS

Client:
Akij Group

Brand:
Akij Ceramics

Case Type
Integrated Re-Launching Campaign

Platform
TV, PRESS, OOH,
Trade, Event

Video link
<https://youtu.be/6YeGpqZ3YvM>

<https://youtu.be/6NZBnxLhWV/k>

Objective
To re-launch the 6th month back launched ceramic brand Akij Ceramics of Akij Group

Challenge
The new entrant into the market facing product quality problem and packaging was not working also.

BIG Idea
To demonstrate the brand's core proposition
“Promise of Perfection”



Execution
Centering the re-launching of Akij Ceramic an integrated campaign was launched followed by an event in Sheraton Hotel. 2 TVC had been produced for the campaign. The logo of the brand and total packaging had been changed. 34 Strategical billboards has been placed throughout the country specially in highways. Prothom Alo's news portal had been used for the re-launching campaign. TVC had been aired on almost all top rated pvt TV channels.

Result:
Within 2 Years from the re-launching Akij Cermaics become the **No-1** Ceramics Brand in terms of selling in Bangladesh



AKIJ CERAMICS-MADE IN IMAGINATION

Client:
Akij Group

Brand:
Akij Ceramics

Case Type
Integrated Thematic
Campaign

Platform
TV, PRESS, OOH

Video link
https://youtu.be/1YZ0_zDTbNM

Objective
To introduce the new
printing technology of
Akij Ceramics.

Challenge
Image printing in tiles
is a huge challenge and
tiles is required
burning in high
temperature.

BIG Idea
To demonstrate the
idea we use a thematic
route with the help of
fantasy which is
“Made in
Imagination”



Execution

Centering the thematic idea of Akij Ceramic made in imagination campaign we produced a VFX based TVC for the communication by illustrating fantasy and anything is possible. In OOH and Press there were multiple placements. TVC had been aired on almost all top rated private TV channels.

Result:

As a **No-1** Ceramics Brand the Made in Imagination campaign prove Akij Ceramics a different height in TG's mind. Specially the architects who are the key influencers of selecting premium tiles had been attracted by that communication.

Bangladesh Internet Week 2015

Client:
BASIS

Brand:
BIW15

Case
BIW15

Platform
Social/Digital

Channels
Facebook, Google ,
YouTube, Twitter

Video link
[TVC](#)

Objective

Make people understand how internet can change their life and bring them in to first ever internet festival in Bangladesh Internet Week 2015 that took place in three major cities and in all Upzila complex.

Challenge

Reaching 10m people throughout the country and educated them about the internet.

BIG Idea

"উন্নয়নের পাসওয়ার্ড এখন আমাদের হাতে" – Internet is the key of prosperity and it is now available for everyone.

Execution

The digital campaign was launched on Facebook. Then it followed on Twitter, YouTube and Google. It was an integrated digital marketing campaign which aligning ATL. During the event live coverage was done on Facebook and Twitter.

Result

The campaign reached more than 11 million people.



PR

CREATIVE SHOWCASE

PR

Client: Bir Cement Launching PR | 2021



LIBANZA

CREATIVE SHOWCASE

PR

Client: Astha Life Insurance Branch Opening Kakrail & Mirpur | 2021



Kakrai Branch-ATN Bangla.mp4



Kakrail Branch-DBC.avi



Kakrail Branch-Ekattor TV.avi



Mirpur Branch-ATN Bangla.avi



Mirpur Branch-Bangla Vision .avi



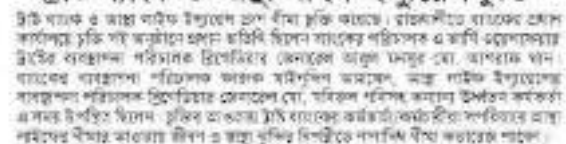
Mirpur Branch-Ekattor.avi



LIBANZA

PR

Client: Astha Life Insurance Agreement Signing | 2020



LIBANZA

CREATIVE SHOWCASE

PR

Client: Caring India| Launching | 2016

NewNation
23 October 2016
Page 13 Col 07



The official inauguration event of Caring India, a joint venture project of 'Easy Services and Resource Management (ESRM)' and 'Udaan India Pvt Ltd', India, providing medical tourism facilities held in the city on Saturday. Taskeen Ahmed, President of India - Bangladesh Chamber of Commerce and Industry (IBCCI), Shahnul Hasan Khan, Director of 'Easy Group', and Rajan Dua, General Manager of 'Udaan India Pvt. Ltd.' were present among others in the programme.

Caring India starts operation in Bangladesh

Staff Correspondent

Caring India, an India-Bangladesh joint venture, has started its medical tourism services in Bangladesh. The company, which is a joint venture between Easy Services and Resource Management (ESRM) and Udaan India Pvt Ltd, India, is providing medical tourism facilities in the city on Saturday. Taskeen Ahmed, President of India - Bangladesh Chamber of Commerce and Industry (IBCCI), Shahnul Hasan Khan, Director of 'Easy Group', and Rajan Dua, General Manager of 'Udaan India Pvt. Ltd.' were present among others in the programme.



NEWAGE
23 October 2016
Page 04 Col 07

The Daily Star
23 October 2016
Page B1 Col 1

Caring India gives Bangladesh easier medical access

STAR BUSINESS REPORT

Caring India, an India-Bangladesh joint venture, started its operation in Bangladesh yesterday.

The joint venture between Easy Services and Resource Management and Udaan India Pvt Ltd will provide Bangladesh people who want to go to India for medical treatment with a variety of services.

The company will help people in making appointments, post-treatment follow-ups, processing of passport and medical visa processing, ticket management, travel packages, accommodations, transportation and guide.

The company organised an inaugural programme at All Community Club in Banani, Dhaka.

Taskeen Ahmed, president of India-Bangladesh Chamber of Commerce and Industry; Shahnul Hasan Khan, director of Easy Group; Rajan Dua, general manager of Udaan India Pvt Ltd, and Dipak Shukla, director for administration at PSRI Hospital in India, attended the event.

Caring India will soon start services for the Indian people who would come to Bangladesh for treatment as he believes quality treatment at a low-cost in specific sector is also available in Bangladesh.

যায়যায়দিন
23 October 2016
Page 15 Col 7



মেডিকেল ট্যুরিজম প্রতিষ্ঠা কেয়ারিং ইন্ডিয়ায় উদ্বোধন

ব্রাহ্মদেশীয় অর্থ কমিউনিটি ক্লাবে উদ্বোধনী অনুষ্ঠানের মধ্য দি বাংলাদেশের ইজি গ্রুপ এবং ভারতের উদান ইন্ডিয়া লিমিটেডের যৌথ উদ্যোগে যাত্রা শুরু হলো 'কেয়ারিং ইন্ডিয়া ট্যুরিজম প্রতিষ্ঠানের'। অনুষ্ঠানে প্রধান অতিথি ছিলেন 'ইন্ডিয়া-ভারত অর্থ কমিউনিটি ক্লাব' এবং ইন্ডিয়া প্রাইভেট লিমিটেড' ভারতীয় সংশ্লিষ্ট বক্তব্য রাখেন ইজি গ্রুপের ব্যবস্থাপনা পরিচালক সত্য হামান খান, 'উদান ইন্ডিয়া প্রাইভেট লিমিটেড'-এর মহা প্রধান পুত্র এবং শ্রীমন্তাধারমাই হাসপাতালের পরিচালক শ্রীকান্ত। এ ছাড়া দেশের কয়েকজন খ্যাতিমান ডাক্তারও এ উপস্থিত ছিলেন। -বিজয়



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