

EXPRESSIONS PROFILE



We express you better

Our choice for a corporate name 'Expressions' is rooted in our capacity to connect your message with the audience, literally making your expression our business. And in this, we do it better than anybody else. For us at Expressions, this indeed is our mission statement 'we express you better'.

Expressions is a full-service communication agency active in both the commercial and the development sectors. In the private sector, we focus on building brands and relationship. In the development sector, we work on strategies for social mobilisation to produce deliverables on the cutting edge for our clients.

The company's first break came in June 1994, within a year of being launched, when New Zealand Milk Products Bangladesh Limited awarded the contract for developing and running the entire marketing communication for Anchor milk. Anchor's market share, which stood at 10% at the start of the campaign, rose to 34% when the campaign ended.

Expressions then went on to win the RC Cola launch contract and provided sustained marketing support for their entry into the Bangladesh market. RC Cola range of products within a short period rose to the top position in the soft drinks market.

In 1998, Expressions moved into the social communication and community development sector. It began with the award of the contract for development and production of all materials for the multi-media National Communication Programme on Reduction of Maternal Mortality and Violence Against Women, jointly sponsored by the Government of Bangladesh and UNICEF.

Another milestone in the company's consistent success was the major event management assignment for developing all publication materials including publication of a daily newsletter for the Asian Parliamentarians' Conference for Peace and Cooperation organised by Bangladesh Parliament in 2000. The company also ran the Documentation Centre for the conference. Funding for the assignment was provided by UNDP.

Expressions' own brand recognition in the industry has rapidly turned it into a key player in all major media and as an important service provider to private and public sector clients and international agencies.



our vision

our vision

is to understand the people – our campaigns want to connect with – better to open up the windows of opportunities for them, so that they can have control to make informed decisions, and thus bring about positive changes in their lives.

our mission

is to craft lucid, relevant, memorable and engaging communication for our brands, and social campaigns, or any work we undertake, so that it resonates with the people and has a lasting impact.

our mission



Our Regional Tie-ups

Our Regional Tie-ups

Expressions has a tie-up with Q & E Advertising, the largest Sri Lankan agency with comprehensive set-up for creative and technical support. It is also associated with Mudra Communications, one of the largest advertising agencies in India, Network Advertising and Situations Advertising in Mumbai, India. It is the Bangladesh associate of two leading media placement agencies, Media South Asia (Pvt.) Ltd., Nepal and Pace (Pvt.) Ltd. of Pakistan.



True to Brand Building

When it comes to brand building, we love to work from scratch. We position the brand in a consumer mindspace best fit for it, give the brand an identity to get instantly recognised and communicate it in such a memorable way so that it has top of mind recall. Our brands are not me too brands – they carry personality!

We love to take full care of our brands – from strategy to creative expressions & material development, event & PR and media planning & buying. However, we also work on specific areas, seamlessly with other brand communication partners.

Some of our brands are category leaders whereas some others are challengers, but they have one thing in common – they all grow with us. This is what satisfies us most – growth in terms of brand personality as well as revenue. This is possible because we focus on the relationships the brand develops with various stakeholders, keeping a long term perspective in mind.

We love what we do, we do what we love. No wonder our brands are loved.

Commercial Communication

Commercial Communication

Personal Care & Beauty

Financial Institutions

Real Estate

IT Products

Drinks & Beverages

Key Categories

Food

Household Appliances

Shoe and Leather

Cell Phone

Pharmaceuticals



Try Experience

High on Social Commitment

The diversification into social marketing was a natural progression for Expressions. Becoming aware of and concerned over the growing need for effective media communication by the development agencies on social issues, the Agency established a dedicated business unit for social communication with prioritised access to its resources.

The Social Communication Division of Expressions Ltd was established in 1998 to meet the service requirements in planning, designing, producing communication materials and monitoring/assessing Behavioural Change. The Division is engaged in social marketing activities, makes use of all branches of the media to deliver the message and often undertakes monitoring and evaluation works. Priorities of the development partners are strictly followed whilst designing the communication strategies and delivering the project objectives. Expressions develops communication approach engaging three major development communication components i.e. Advocacy, Communication for Social Change and Behaviour Change Communication (BCC) to achieve the targeted changes in human behaviour.

Expressions' social communication team is made up of people who have extensive track record of interaction with the Government, International Agencies and NGOs, working in the field of social development. In addition to the core staff, Expressions can draw upon the services of individuals from its 'resource pool'. Offshore and local specialists and agencies from the resource pool are called upon in and when clients require additional specialised services. At the same time, Expressions has a young staff of talented professionals, striving to do something new and eager to make a difference.



Social Commitment

Key projects in the social sector executed by Expressions Ltd include:

Maternal Mortality and Violence Against Women
Expanded Programme for Immunisation
Reproductive Health
Adolescent Reproductive Health
National Nutrition Programme
Basic Education for Hard-To-Reach Urban Children (BEHTRUC)
Water and Sanitation
Girls' Education
Early Childhood Development
Drug Abuse
HIV/AIDS
Arsenic Mitigation
Acid Violence
Meena Campaign
Sexual Abuse and Exploitation of Children including Trafficking
Women Empowerment
Microcredit
Malaria Control
TB Awareness
Safe Migration
Adult Education

Tax Awareness
Maternal, Neonatal and Child Health
Air Pollution
Infant and Young Child Feeding
Safe Use of Pesticides
Gender Violence
Projonmo Agami
Vitamin E
Strengthening Regional Cooperation for Wildlife Protection
(SRCWP) Project
USAID
UNICEF



The agency regards its clients as business partners. That is why, it takes great care in presenting not just their products and services but in managing their events as well. It has achieved many accolades in the area of Event Management, which is a major forte of the agency. Expressions manages key events for its clients - all the way from planning to media coverage. Some examples:

Robi

To Celebrate Monsoon, with the dignitaries in Bangladesh, Robi Axiata Ltd. arranged a corporate gala programme at the Hotel Radisson Water Garden in the month of June 2010. Entire venue was decorated and it turned out to be a yard of a village.

In July 2011 similar kind of an event was organised for the Axiata global key personnel and the local dignitaries in the same venue. These successful programmes were conceptualised and executed by Expressions Events.

VLCC

A leader in wellness domain with a strong global vision, VLCC was launched in Bangladesh after 237 outlets in 102 cities across 8 countries on April 2011 by Expressions Events.

English in Action

English in Action [EIA] & Bangladesh English Language Teachers Association [BELTA] jointly organised 5th International BELTA Conference which was held in May 2011. About 600 Teachers from around the country and 115 presenters from around the globe were present in the 3-day-long event successfully organised by Expressions Events.

In March 2010 Expressions also organised the formal launch of English in Action, which is a project of DFID, directly working with teachers and students to develop the English Language Skill.

SME Foundation

Expressions carried out Women Entrepreneur Award 2010 for SME Foundation in December 2010.

In the month of February 2011, Expressions organised a two day long SME Financing Fair 2011, Chittagong. Thirty-two banks and non-banking financial organisations participated there.

Samsung

Expressions launched Samsung's two high profile phones named Galaxy S and WAVE in the month of July 2010 at Dhaka Sheraton Hotel. Many celebrities from different sectors attended this gala event.

To create a massive awareness amongst the target people, Expressions executed 2-week-long Market Promotion at Bashundhara City Shopping Mall, Dhaka and Sanmar Shopping Mall, Chittagong in the months of July and August, 2010.

Trust Bank

Trust Bank Investment Limited [TBIL], a new and independent company has been launched in Bangladesh to serve the portfolio management, proper investment of individuals or organisations. Expressions was responsible for the entire event.

White Products and Electronics Ltd.

From 2008 Expressions is organising Dealers' Meet for White Products and Electronics Ltd. at different venues. In 2010, it was held in Bogra. The entire venue was created over a swimming pool. With 200 Dealers, it was a very successful event.

NEWAY

To reward the employees who achieved their target, Neway organised a daylong event at Mirpur Indoor Stadium. Approx. 8,000 Neway employees attended the programme, which was organised by Expressions Events.



Event Management

UNICEF

To celebrate the success of HIV & AIDS Targeted Intervention Project (HATI) and to increase mass awareness, UNICEF organised a 2-day-long HATI Fair at Chittagong, Sylhet and Khulna in November 2008. 21 stall expositions and cultural performances were the highlights of the event managed by Expressions.

TVS Auto Bangladesh

TVS Auto Bangladesh launched the stunning bike TVS Flame in local market on August 2008. The dealers of the company were taken to Cox's Bazar where the product was launched with lots of extravaganza at Hotel Seagull. Expressions Ltd, communication partner of TVS Auto Bangladesh, managed the launching event of TVS Flame.

Asian Cosumer Care (ACC)

Expressions Ltd carried out innovative product activation in all major points of Dhaka to promote lemon flavoured Dabur Hajmola on the 1415 Bangla New Year's Day. During the activation, on purchase of a Hajmola sachet, consumers received a free paper cap and enjoyed a chance to paint their faces. A mobile Baul Troupe rendered folk songs at different points of the city.

WatSan Expo 2008/Water Aid

Expressions managed the entire WatSan Expo 2008, a two day fair participated by 2,500 NGO workers at the Bangabandhu International Conference Centre on March 4 & 5, 2008.

Mutual Trust Bank

Expressions organised Children Art Competitions in 6 divisional headquarters of Bangladesh for selecting 12 paintings for the 2008 Calendar of Mutual Trust Bank Ltd.

Palli Karma Sahayak Foundation (PKSF)

In observance of the Year of Microcredit, Expressions organised a grand award giving ceremony followed by cultural programme in 2006 with the then Prime Minister as the Chief Guest. This was preceded by a series of other events.

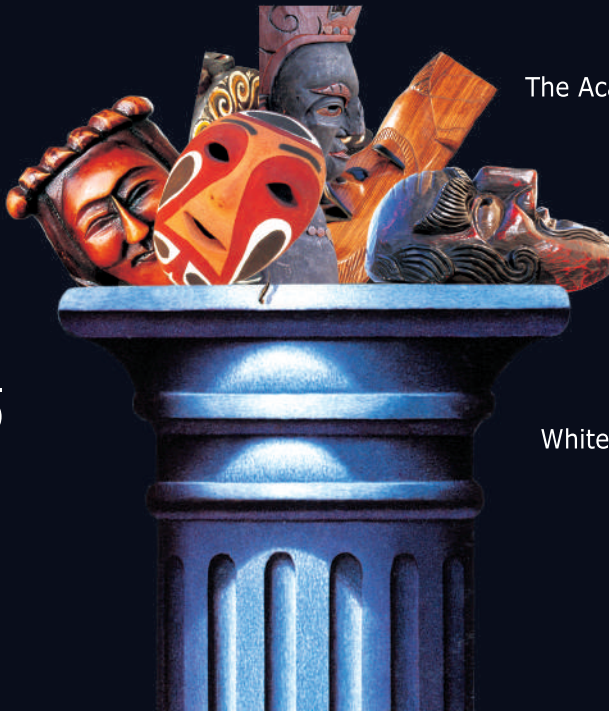
UNDP/Bangladesh Parliament

Expressions was responsible for developing all publication materials and running the Documentation Centre in the First Asian Parliamentarians' Conference for Peace and Cooperation held in 2000.

Some of our key CLIENT-PARTNERS

Expressions' successful journey has been possible
because of the clients who have kept faith in us and have helped us grow .
Some of our present client-partners are (in alphabetical order):

Asian Consumer Care (Pvt.) Ltd (Dabur)
Taufika Foods & Agro Industries Ltd (Lovello)
IFIC Bank Limited
U.S. Embassy
USAID
Abdul Monem Ltd. (Igloo)
Acid Survivors Foundation
Akhtar Furnitures
Al-Amin Group
Bata Shoe Company Ltd.
Bay Emporium
Bengal Group of Industries
BRAC
Department of Environment, GoB
Dhaka Club Ltd.
Eastern Cement Industries
Embassy of the Kingdom of the Netherlands
English in Action (EIA)
Eskayef Bangladesh Ltd.
Express Systems Ltd.
FHI (Family Health International)
Hamid Group (Priyoprangon)
International Leasing & Financial Services Ltd.
IOM (International Organization for Migration)
IPDC
JICA
KATALYST
Mastermind Bangladesh Ltd.



Meghna Group of Industries (Corporate & Fresh brands)
Mutual Trust Bank Ltd.
Nandan Mega Shop
Navana Petroleum Ltd. (Caltex)
ORBIS International, Bangladesh
Partex Beverage Ltd. (RC)
Prime Bank Ltd.
Rangpur Dairy and Food Products Ltd. (RD Milk)
Regent Group
Robi Axiata Limited
Samsung Ltd.
Save the Children, Sweden-Denmark
STS Group
The Academy for Educational Development (AED)
The American Center, Dhaka
Trust Bank Ltd.
TVS Auto Bangladesh Ltd.
UNDP
UNESCO
UNFPA
UNICEF
UN Women
VLCC
WaterAid Bangladesh
White Products & Electronics Ltd. (Rangs Power)
World Bank
ILO
IRRI
Swisscontact

Ramendu Majumdar

Chairman & Managing Director

After obtaining a Master's Degree in English from Dhaka University, Mr. Majumdar started his career as a college teacher. He then moved into advertising and public relations and worked in Karachi, New Delhi and Dhaka for a period of over 40 years. He is a pioneer in the advertising industry in Bangladesh for which he was honoured with the Lifetime Achievement Award by Ad Club, Dhaka in 2004. He is currently (2011) the President of Advertising Agencies Association of Bangladesh. During his 21-year association with Bitopi Advertising Ltd. beginning from 1972, as Client Service Director, he worked on leading brands in diverse categories.

Mr. Majumdar has had an abiding involvement with the theatre and arts - a combination that has helped him develop a fuller understanding of the communication process. A leading figure in the country's cultural arena, he is associated with International Theatre Institute (ITI) as Global President, Theatre Drama Group as Director and Quarterly Theatre as Editor-Publisher.

He has got 16 publications to his credit. He was awarded 'Ekushey Padak' for his contribution in the field of theatre.

Mokarram U. Ahmed

Director

Mr. Ahmed graduated in Electrical Engineering in the year 1964 from Bangladesh University of Engineering and Technology (BUET), Dhaka. He worked with the then EPWAPDA (East Pakistan Water and Power Development Authority) for about a year immediately after graduation. He then joined M/s. Greaves Crompton Parkinson Ltd., a subsidiary of Hawker Siddeley Group of UK. After receiving post-graduate training in UK with Hawker Siddeley Group of Companies in the year 1973, Mokarram became a Founder Director and then, in 1983, the Managing Director of their Bangladesh operations.

Mr. Ahmed received Management Training from Japan and attended a number of Seminars on TQM and QC at home and abroad. Mr. Ahmed is a fellow of The Institution of Engineers, Bangladesh and Member of Bangladesh Society for TQM (BSTQM) and President, Bangladesh AOTS Alumni Society (BAAS).

Ferdausi Majumdar

Director

The leading lady of the Bangladesh stage, Ms. Majumdar did her Master's in Bangla and Arabic from the University of Dhaka. She took up teaching as her career which she is still pursuing. Besides acting in numerous plays on stage, TV, radio, film, she has directed five stage plays. She has received a number of national and international awards like 'Ekushey Padak', National TV Award, William Carey Award (India), Munier Chowdhury Honour and Meril-Prothom Alo Lifetime Achievement Award for her contribution to stage and TV drama. She has got four publications to her credit.

Tropa Majumdar

Director & Creative Head

A leading young creative mind in the country's advertising industry, Ms. Majumdar has got a brilliant academic background. She got a first class in BSS (Hons.) and topped the list in first class in MSS from the University of Dhaka where she served as a Lecturer in the Department of Mass Communication and Journalism for a year. She left the full-time teaching job to pursue her career in advertising which offered her a creative challenge. She is now a part-time teacher in Dhaka University. She is also a talented actor on stage and TV and a budding director.

She is now leading the Creative team of Expressions.

Our guiding force



KEY PERSONS

Syed Ahsanul Apon

Apon is the Director & Chief Operating Officer (COO) at Expressions. He learnt how to build brands in the last 17 years with Expressions going through strategy development to creating TVCs.

He has a rich experience of handling famous brands like Anchor Milk, RC Cola, Vatika, LG Mobile, Sagem Mobile, ACI Pure Spices, Aarong, Basic Bank etc. Apon Ahsan has in-depth knowledge of how to play with GRP, TRP, Reach, Frequency games in media planning.

He directed a number of popular TVCs among which, one of the RC Cola TVCs has become a trendsetter. Apon has completed workshops/trainings on brand management, strategic planning and film production from Bangladesh, India, Sri Lanka and Japan.

Apon is the Joint Convener of The Advertising Club, Dhaka and the Secretary General of Bangladesh AOTS Alumni Society (BAAS).

A stage performer, Apon hardly sees any point in leaving any gap between decision and execution!

Shoaib Haque

Shoaib has a great strength – he can make the right sense of what client says. He thinks he owes it to starting his career in the strategic planning department of Rangs Group headquarters, picking up the minds of business heads of various strategic business units. He feels his engineering background gives him an edge about analysing things objectively, whereas his MBA with major in marketing from IBA made his job- understanding easy. Clients seem to conquer as new businesses developed and old businesses grew since he joined Expressions in 2008. As a result, he had risen through the ranks of Expressions Ltd to head the Commercial Client Service and Strategic Planning team as the Associate Director since mid 2010.



Sanjeeda Islam

A highly regarded name in the field of social communication. She did her Master's in English and Public Health. Before taking on the assignment at Expressions, she worked in senior positions like Director Programmes, Save the Children Australia, Project Officer, UNICEF Bangladesh, Senior Deputy Director, BCCP and Director Programmes, John Hopkins University Center for Communication Programs.

Pradip Kumar Chakraborty

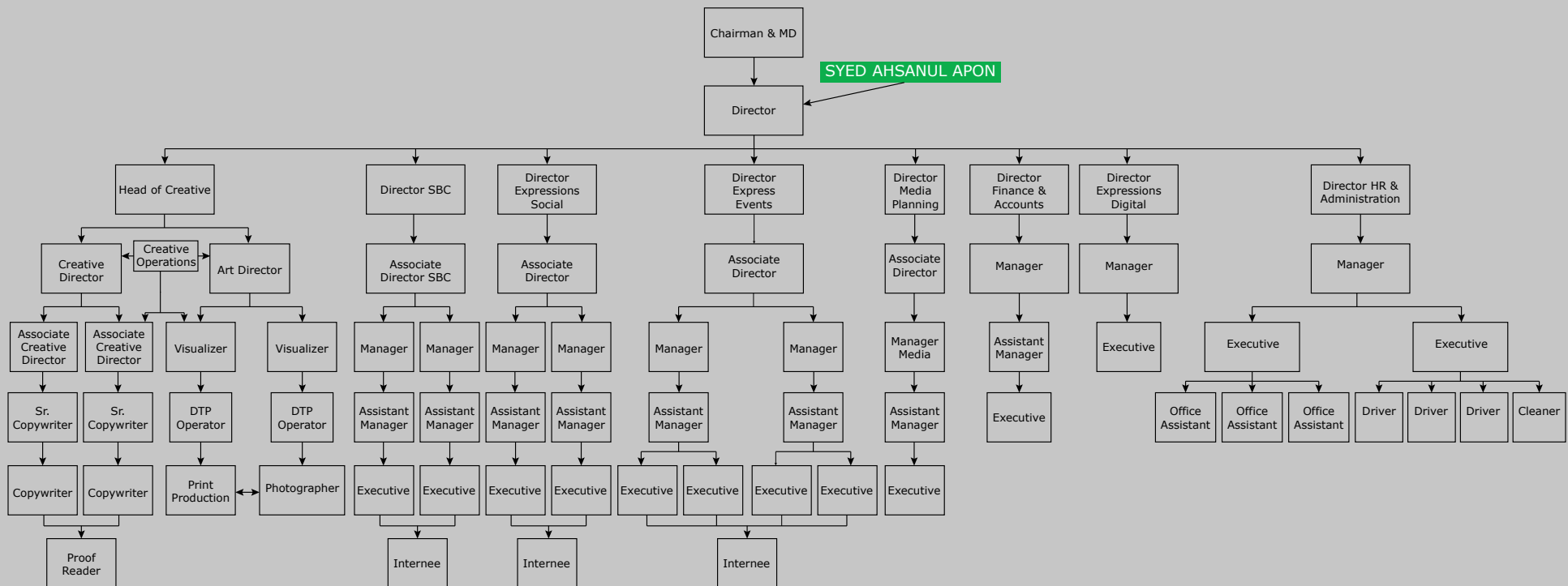
Pradip did his Master's in Painting from the Department of Fine Arts, Chittagong University. He has a brilliant combination of a creative mind and effective communication expertise. He started his advertising career at Bitopi as a Graphic Designer and was the Agency's Art Director when he left after 14 years. He joined Expressions as the Art Director in 2000 and is now the Creative Director. He has successfully participated in a number of creative/communication workshops at home and abroad.

Utpal Karmaker

After finishing his MBA, Utpal started his career in a survey and consultancy firm as a Marketing Executive and finally decided to go into events and activation. In his successful journey of activation-career, he joined Expressions in 2007 and since then he has been effectively guiding various events for brands like Robi, Samsung, SME Foundation, BRAC Bank, IOM, ILO, UNICEF, EIA, MoE, Trust Bank Ltd., TVS Auto BD, WPL etc. He now leads Expressions Events.



Organogram 2016



Contact

Contact



expressions

brand & social communication | event & activation

House 10A Road 25A Block A Banani
Dhaka 1213 Bangladesh
telephone (8802) 883 2280, 883 2370, 5503 3840
extension 307 fax (8802) 5881 1664

www.expressionsltd.com

facebook.com/expressionsbangladesh

linkedin.com/company/expressions-ltd