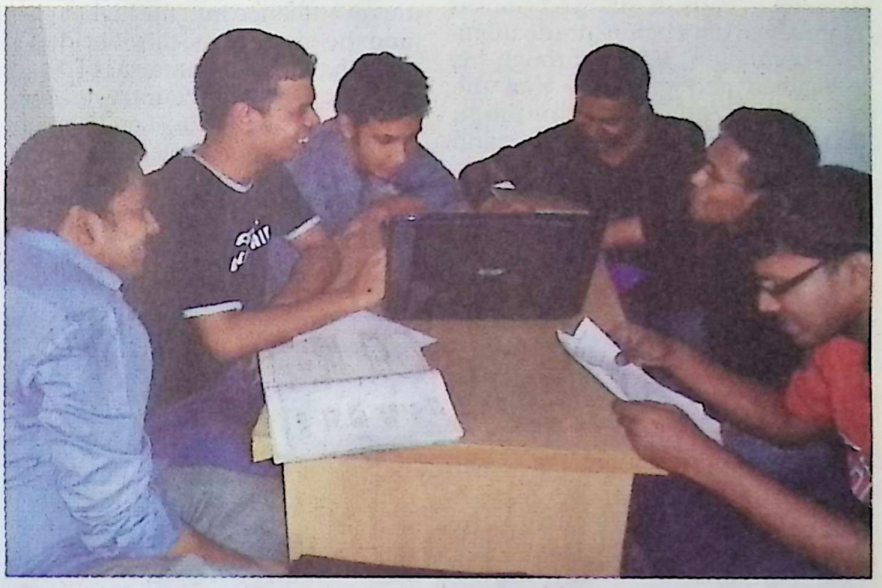
IBA Triumphs in International Marketing Competition

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WHEN the seven students from BBA 14th batch, Institute of Business Administration (IBA), University of Dhaka, decided to participate in the 2008 Marketing Agencies Association (MAA) Worldwide Global Academic Challenge, they had little idea that they were accomplishing much more than just adding another item to their CVs. Therefore, the announcement on the fateful day of 29 September, stating that the "Ensemble" Team from IBA has won a Bronze for their "Let There be Light" entry in this year's "Change Climate Change" Academic Challenge, was met with incredulous joy and unmitigated delight.

Team Ensemble, comprising of Khandker Aumio Shahriar (Team Leader), A B M Sohel, Zeeshan Bayezid Rahman, Naheyan Hye, Tawsif Saleheen, Joydeep Chowdhury and Baizeed Md. Nur, is responsible for this phenomenal addition to the string of successes that IBA has been enjoying in the global arena in recent years. Professor Syed Munir Khasru, Moderator of IBA Communications Club (IBACC), extended the necessary cooperation and encouragement in their endeavor. The team is especially grateful to Syed Gousul Alam, CEO, Grey Advertising Bangladesh Ltd; and Asif Touhid, and Rumi Shafiullah, coordinators of MAA Bangladesh.

The global competition was organized by Marketing Agencies Association Worldwide (MAA), an organization dedicated to CEOs, Presidents, Managing Directors and Principals of Marketing Services Companies. Each year, MAA recognizes the very best Promotion Marketing Campaigns from Asia, Australia, Canada, Europe, the Middle East, North



America, South Africa, South America and the United Kingdom in the MAA GLOBES Recognition Program. Following up their programs in the year 2007, MAA invited classes in universities and business schools throughout the world to take up their challenge for the year 2008: **"Changing Climate Change"**, for a fictitious Government Client.

The participating teams from all the corners of the world were instructed about the salient features of their assignment in a detailed brief circulated by MAA. The teams had to envision their Client as the National Government Department in their country responsible for the Environment, and specifically, for urgent national action on Climate Change. The MAA brief also spelled out a number of parameters involved in the project. The participants had to assume that their country's prime energy source is generated from coal-fired electricity, which is the major contributor of carbon emissions into the atmosphere, which, in turn, is the major cause of climate change. Secondly, it was believed that if individual households became more energy conscious, they will carry the "energy efficiency" message into communities and then workplaces. Finally, each participating team were told that they would be playing the role of an actual Promotion Marketing Agency for this exercise and would therefore need to provide a name for their Agency.

The task was to develop a Communication Campaign which will run for six months in the largest city in the country, encouraging and motivating householders to voluntarily reduce electricity consumption. The campaign had to be focused on the difficult job of bringing about long-lasting behavioural change. Each team was expected to submit a clear set of campaign objectives, a concise marketing plan, execution recommendations,