creative suggestions and a process for measuring and evaluating results.

These were the challenges lying ahead of Team Ensemble, as they set about their undertaking in their own methodical but eccentric fashion. After they had set up a basic framework for their campaign, they decided to consult Mr. Syed Gousul Alam seven days before the deadline for submission. It was through his assistance and guidance that the team realized their campaign needed to be a bit more creative and



'out-of-the-box' to create the necessary impact on the judges.

With the deadline looming large in the horizon, it was back to the drawing board for Team Ensemble. The members dedicated long hours deep into the night racking their brains to come up with a sufficiently unique communication campaign. The arbitrary nature of the brainstorming sessions is reflected by the fact that, at one point, the team members found themselves musing about alternate sources of protein and watching Samuel L. Jackson films for inspiration. It was then that the team made a bold decision. They decided to abandon all of their conventional plans and go for an outrageous, and thus, an exceptional campaign. The idea was to either burst onto the global stage with vigour or go down in a blaze of glory. It was perhaps this audacity that secured them the Bronze award out of 30 entries from 12 countries all over the world.

In order to propose a solution that will be effective, the team had to have an intimate understanding of the power sector of Bangladesh and have a clear insight regarding the usage of electricity by the general populace. Having segmented the target audience into the higher class and the lower class, they decided to use the cyclical pattern of load-shedding in our country to their advantage for their "Let There be Light" campaign. Most of their activities were targeted towards the lower class, as they account for the majority of electricity consumption. The entire campaign hinged on two significant psychological insights. Firstly, people realize the need for electricity more than ever during power cuts and might be more receptive towards any suggested solution to this problem during that period of time. Secondly, since electronic devices cannot be used during load-sheddings due to unavailability of power or are turned off so that the backup for lights and fans last longer, people are short of recreational activities. Any sort of entertainment offered during this time would be well received.

The team decided to discard traditional forms of media in favour of personalized communication to entertain their target audience and inform them of direct incentives for changing their pattern of behavior (e.g. 15% reduction in electricity consumption will lead to a 50% reduction in load shedding). A phase-by-phase approach to the problem was designed to reach the maximum number of the target market by breaking the clutter of advertisements, providing entertainment value and spreading the word-of-mouth to generate spontaneous interest in the purpose of the campaign. The highlights of the campaign were the use of creative communication tools and the dissemination of the 7 Tips to Save Electricity, a short and catchy guideline incorporating convenient and easy-to-remember techniques for the purpose stated.

This, in a nutshell, is the simple-but-effective plan that prompted the International Judging Panel of 30 Judges representing Academia, Clients and MAA Members to give the Bronze award to Team Ensemble in this prestigious competition - a decision that was made only after long deliberations. Because the scoring this year was extremely close, two additional sessions were required with Judges from France, Brazil, UK, USA and Australia to determine the eventual outcome. The Winner of the GLOBE was a Team from Taylor's College, Malaysia and the Silver Certificate went to a Team from the University of New South Wales, Australia while the team from IBA narrowly became third. A documentary featuring the seven members of the Bronze team in the backdrop of IBA will be aired in the 23rd MAA Globes Award Ceremony to be held in Toronto, Canada on October 20th.

Going through the marketing plan devised by the team from IBA, one cannot help but feel that it has great chances of solving a seemingly insurmountable problem that has been plaguing our country for too long. The ultimate achievement belongs to MAA Worldwide with the recognition of Team Ensemble, they have successfully accomplished their goal of discovering and promoting young marketing talent throughout the World.