

WHAT'S ON

Art Exhibition
Title: Art for Cause Chapter 1
Venue: Drik Gallery
Date: July 13-15
Time: 4:30pm - 10pm



Solo Art Exhibition
Title: Bikargrosto Shomoyer Roikhik
Venue: Drik Gallery
Artist: Nisar Hossain
Date: June 30- July 25; Time: 5-8pm



Art Exhibition
Title: Nuzhats
Venue: Drik Gallery
Date: July 16-18
Time: 4:30pm - 8pm



Anniversary
Title: Unmad's 40 Years Anniversary
Venue: Drik Gallery
Date: July 5-9
Time: 3pm - 8pm



Art Show
Title: DUET
Venue: Shilpangan Gallery, Dhanmondi
Date: June 29 - July 13
Time: 3pm - 8pm



The hype machine of 'Aynabaji'

– the National Award winning phenomenon

SADI MOHAMMAD SHAHNEWAZ

Aynabaji is going to receive 8 awards at the National Film Awards today, a huge honour for Amitabh Reza Chowdhury and Co. The awards include Best Director, Best Actor (Chanchal Chowdhury), Best Screenwriter (Anam Biswas and Gawsul Alam) among others. However, an aspect of the film which often goes as the 'unsung' hero is its marketing. We provide you an inside scoop as to how the groundbreaking film was marketed.



Arguably the first film to adopt a global marketing trend, *Aynabaji*, skipped the orthodox Bangladeshi method of mass-produced posters and bolded dialogues. The team hit the 'home run' of a staggering 154 million impressions at \$0.01 Cost Per Mile, an industry lowest.

The marketing and PR team integrated the promotion plan into 6 weeks. With the target audience in mind, songs were released with lyrical videos in order to engage them in what they called 'love week'. The announcement and engage-

ment campaign were making their way into the minds of viewers along with the stellar musical tracks. Small snippets from the film further piqued their interest.

The 360 degree technique of promoting products saw an interactive week where spectators were encouraged to take part in contests and flash mobs. By the end of the 6-week campaign, the audience were already on the edge of their seats.

Facebook was also a focal point of *Aynabaji*'s marketing. An event was cre-

ated with a follower rate of 100,000. The poster, trailer and songs soon became viral prior to the release. The audience expressed a keen interest in watching the movie by sharing the content, and tagging their friends to do the same.

The marketers also went out of their way to conduct an anti-piracy campaign, the very first to be held in Bangladesh. A 'guess the release date' contest was held, along with the use of terms such as *Velkibaaji*, *Ei Shohor Amar*, *Ayna* saw an increasing amount of popularity among young viewers.

Moreover, even though *Aynabaji* was illegally uploaded in some places, the support from the law and general people alike was outstanding. As the curtain dropped, *Aynabaji* had been publicized in 634 newspaper articles, 14 magazines and 90 times on television. The film made its presence felt in international film festivals including the Cannes, Mannheim, IFFI and more. The various accolades, that it has received ever since, however, are trumped by the love and adoration that the audience has given *Aynabaji*.

Impress Telefilm to nab 9 National Awards today

ARTS & ENTERTAINMENT DESK

Channel i's Impress Telefilm will be on the receiving end of 9 awards in today's National Film Awards for 2016. Four of their films, notably *Oggaytonama* will be honoured. *Oggaytonama* has won 'Best Film' for 2016, Shahiduzzaman Selim has won the award for 'Best Villain'. Tauquir Ahmed has won 'Best Scriptwriter' award for the same film. Tania Ahmed will receive the award for 'Best Supporting Role' for her contribution to *Krishnopokkho*, while Anam Rahman Khan won the 'Best Child Artist' award for *Shankhachil*. Waqee Ahmed won the 'Best Male Singer' for lending his voice to the film *Dorpon Bishorjon*, while Meher Afroz Shaon won 'Best Female Singer' for *Krishnopokkho*. Impress Telefilm has won a grand total of 171 National Awards since 2003.



RANI SARKAR passes away

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Legendary film actor Rani Sarkar is no more. She breathed her last at 4am yesterday at Eden Multi Care Hospital, in the capital. She was suffering from old age complications. Her body was taken to Channel i office and FDC premises yesterday to pay last tribute to the iconic actor who started her career in the 60s of the last century. She was laid to eternal rest at Azimpur graveyard on the same day according to Zayed Khan, general secretary of Bangladesh Chalachchitra Shilpi Samity (Bangladesh Film Actors' Association).

She enacted different roles for over 250 films including *Talash*, *Notun Sur Sangam*, *Titash Ekti Nodir Naam*, *Chandranath*, *Shuvoda*, *Debdas*, *Kancher Dayal*, *Sutorang*, *Nawab Siraj-ud-Doula*, *Arun Barun Kironmala*, *Kanch Kata Hirey*, *Nacher Putul*, *Somadhan*, *Third Person Singular Number*, *Karigar*, *Ek-i Britte*, *Nekabbor-er Mohaproyan* and *Grash*.

"I don't have any words to express my gratitude! I have always worked to entertain the people. If anyone throws a stone at me, I'll take it as an appreciation for many villainous roles I have played over the years. The achievement of my working in this industry is that people know me and they have remembered me," said Rani Sarkar in a previous interview with *The Daily Star* after receiving the Lifetime Achievement Award given by The Daily Star-Standard Chartered Celebrating Life in 2014.

For her outstanding contributions to film, she was conferred Lifetime Achievement Award in the National Film Awards 2014.

Rani Sarkar was born at the village of Sonatola under Kaliganj Upazila of Satkhira district. Her father's name is Solaiman Mollah and mother's name is Ayesa Khatun. Her real name is Mosammat Amirun Nesa Khanam. She passed her SSC from Khulna Govt. Coronation Girls' High School.

Having started acting in Theatre in 1958, she broke through with her film career in the same year through acting in an Urdu film titled *Dur Hain Sukh Ka Gaon*. She got recognition for her role in the Urdu film *Chanda*, directed by famous filmmaker Ehteshamur Rahman. *The Daily Star* family extends its condolences to the family of the deceased.

Pages from the life of Ferdausi Majumdar

AL HAQ

Ferdausi Majumdar is a flamboyant figure of her field- theatre and plays. However, the thespian continues to live a life that is so diverse and inspirational, that she has decided to write a book that captures the very essence of her life in the form of tales. The chronological pictures that accompany her stories,

will give the reader an insight, to share her joyous and sometimes tragic moments.

Friday marked the launching ceremony of her book, titled *Ja Ichcha Tai*, published by Journeyman Books. The event was organised at the Chitrashala of Bangladesh Shilpakala Academy. The eager audience had already occupied most of the seats in the auditorium, which was evident how excited

people were to be a part of the programme. Along with her family members, other prominent names were also in attendance, including academic of Bengali Literature, Anisuzzaman, author and journalist Anisul Hoque, Director General of the Bangla Academy, Shamsuzzaman Khan, director Nasiruddin Yousuff, Muhammad Jahangir and many more.

After Ferdausi Majumdar graced the podium, she imitated her father in his own dialect (Noakhali), which had the audience in outbursts of laughter. When asked how she felt after the ceremony, she replied humbly, "Writing is not my field, yet I have received so much appreciation from the guests and even requests to continue to write. I am overjoyed by all the respect."



Ferdausi Majumdar along with the guests at the book launch ceremony.

PHOTO: NAYEM SHAAN

The diligent pillars of Asiatic 3Sixty

ARTS & ENTERTAINMENT DESK

Recently, Mr Aly Zaker, Chairman of Asiatic 3Sixty, his wife and Vice Chairperson Mrs Sara Zaker, and Mr. Asaduzzaman Noor, MP, Minister of Cultural Affairs of the Government of Bangladesh, have all been honoured with some of the highest recognitions by the

State. The Asiatic family arranged an exclusive event on Friday to celebrate the achievements. Mr and Mrs Zaker have each been awarded with the Ekushey Padak in the years 1999 and 2017 respectively. In 2018, Mr. Asaduzzaman Noor, MP had received the Swadhinata Padak, the highest award given by the State.

Some of the country's most illustrious figures, including Members of the Parliament, ambassadors and dignitaries, CEOs and other high officials from reputed companies were present at the event. It was hosted by Ms. Sriya Sharbojya, the director of the company, and inaugurated with a welcoming speech by the Managing

Director, Mr Ferdous Hasan Neville. Speeches to congratulate the three founding members were given by the Managing Director, Mr Iresh Zaker and the Managing Director of Group M, Mr Morshed Alam.

The event concluded with speeches from the awardees, followed by a classical music performance by Marina Ahmad.



PHOTO: ASIATIC 3SIXTY