

How entertainment revolutionised brand marketing

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"Deshi Nagad ey Beshi Labh" or "Payment diben bKashe"

Taglines like this get stuck in one's mind and draws them to the product, subconsciously. Brands have carefully picked up some successful formulas to enter the hearts of Gen Z consumers.

From peppy jingles to popular sitcoms- they have incorporated elements from pop culture to reach their target audience.

Popular brands like Daraz, Foodpanda, bKash and Nagad- have discovered the powerful tool of digitisation and went on to realise that entertainment is the fastest route to promote their official campaigns.

We talked to representatives of some popular brands to decipher their marketing strategies and how such promotions help to boost their official campaigns.



A still image from Daraz's "What a show"

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DARAZ

From "Daraz 12/12 campaign" to Rafsan Sabab's popular reality show "What a Show" - Daraz has created a market where they have used popular faces like Shakib Khan, Tahsan, Tasnia Farin, Salman Muqtadir and others to reach their youth demographic.

Their target audiences are mostly aged between 18 and 45 years, who can easily access anything with their smartphones.

When celebrities or influencers promote their content online they can reach a wide spectrum of clients.

"Content promoted by celebrities or influencers have reached around 3.4 million people. This demonstrates the propensity of target consumers and their urge to follow celebrities and influencers," said a Daraz spokesperson.

During their campaign seasons,

Daraz utilises the popular faces from both Dhallywood and social media to boost their sales. One of their strategies involves Facebook Lives, where celebrities interact with fans while giving away gifts and prizes to promote the brand by engaging with a potential consumer pool.

"Facebook Lives send notifications to the followers, increasing the likelihood

of more views, which increases Daraz's online visibility. The most interacted live video for this year's 12.12 Daraz sale was Shakib Khan's live, which yielded 150,000 views in a mere 30 minutes of its airing," said the Daraz official.

Daraz is heavily involved with influencer marketing and most of the campaigns involve a large number of influencers partnering with the brand

for their content.

"With our core brand vision of 'uplifting communities through the power of commerce', we are constantly supporting influencers from all spheres ranging from the micro-level emerging influencers to mega celebrities. We have trained more than 100 micro-influencers through the

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