

## How entertainment revolutionised brand marketing

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School of Influencers programme, and 10 of them have joined Daraz as affiliates," said the representative.

Daraz also has a popular reality show called "What a Show" hosted by Rafsan Sabab. The show was launched in 2019 and was influenced by western late-night talk shows, particularly Jimmy Fallon's programme.



Bushra Kabir

The clippings of the shows went viral over social media as fans were in awe of the antics of their popular stars. The episodes featured stars such as Sariful Razz, Bidya Sinha Mim, Nusraat Faria, and Siam Ahmed, among others.

"I started hosting shows in my college days. I wanted to pursue an anchoring career when I was at University. Having

hosted different forms of shows, I loved the power that a live audience brings. Hence, I created 'What a Show' to break away from the common pattern of talk shows in Bangladesh. Jimmy Kimmel, Fallon, and Ellen worked as inspirations. The audience embraced the show as the most refreshing and entertaining talk show in the local scene," said Rafsan.

The popular host also said he got a sense of freedom and liberty while working with the e-commerce site.

"Working with Daraz has been very empowering for me since I had the scope to pitch my ideas and was allowed the freedom to some degree. In a way, Daraz and I shared a middle ground and were on the same page with a majority of the ideas. This ensured a smooth and successful path for both parties in our collaboration," added Rafsan.

Another social media influencer whose life changed after working with Daraz is Bushra Kabir.

"After I came back to Bangladesh from Australia, I started my career in an agency. After a while, I decided to quit my job and proceed further with my blogging career. Daraz was one of the first brands I initiated a campaign with," said Bushra.

"Daraz helped me get a lot of exposure in the country. I was approached by many other brands directly after my affiliation with Daraz," she added.

Last year, the e-commerce platform concluded its 12.12 campaign. Just like last time, they have brought in celebrities and social media influencers to boost their sales.

"The promotions conducted by influencers and celebrities during this grand sale not only boosted the sales but also created a positive perception of Daraz. This was made possible due to the engaging posts by the key leaders throughout the campaign," said a Daraz representative.

"Compared to 2021, significant growth can be seen in the unique visitors (UV) parameter in 2022. In 2021 the UV number was 95,483, which jumped to 155,788 in 2022. The Mega Live Performances on social media platforms like Facebook have significantly helped the growth of overall engagements as well."

"In terms of unique likes, there was an increase of almost 45,000 likes compared to 2021, and the number of unique comments has more than doubled in 2022 with almost 85,000 unique comments, compared to 2021 when around 40,000 unique comments were made," added the representative.

### FOODPANDA

Foodpanda is known for creating vibrant and eye-catching campaigns and advertisements. The company has used a variety of mediums such as television, print and online advertising to create awareness about its brand and services over the years. The company uses humour, relatable scenarios and celebrity endorsements to connect with its target audience.

Recently, one of their commercials, featuring rapper Towfique Ahmed, has been widely appreciated.

"People have started calling me the 'Foodpanda rapper' since the commercial went on air. There has been not a single negative comment about the commercial. Initially, I was only supposed to act in it, but eventually, I ended up rapping. The advertisement has been beautifully designed in colourful backdrops so that the Gen-Z audience gets drawn towards it," said Towfique.

Foodpanda is careful when it comes to sponsoring content on television. Their prime goal is to ensure that they can reach their target audience effectively.

"Foodpanda wants to be present at all the passion points that our consumers love - music, movies, sports and topical trends. We want to embed ourselves as a part of their busy and happening lifestyles so we build our campaigns around that," said Manisha Safiya Tarek, Head of Marketing, Foodpanda.

Most of the time, the brand sponsors dramas on digital platforms rather than on television. However, during Eid or other holidays, they sponsor Eid special tele-fictions like Vicky Zahed's "Bhul Jonmo". The brand also sponsored an Eid special song by social-media influencer Keto Bhai in 2020.



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