



A Foodpanda commercial featuring rapper Towfique Ahmed



Still image from Foodpanda's "For the love of food"

How entertainment revolutionised brand marketing

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While they get to reach a certain target audience through TVCs and online programmes, they have also been sponsoring concerts like "Headbangers Paradise" in Chittagong and "November Rain 2021".

All the concerts we sponsored after the COVID-19 pandemic got good responses from our target customers.

Foodpanda has its own original series 'For The Love of Food' which showcases celebrities cooking live. Another popular series by the brand is 'Heroes of Foodpanda', where the riders and restaurant owners showcase how Foodpanda has impacted their lives.

BKASH

It was simple story, where a young daughter teaches her father to use the

"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"

RAFSAN SABAB



bKash app. The commercial did not have an overly-decorated backdrop. What it did have was the realistic performance by Sabila Nur and KS Firoz, which succeeded in touching the

hearts of the audience.

"I am really happy that I was able to perform with Firoz uncle in this commercial directed by Piplu R Khan. After the commercial was aired, many

people asked me whether he was my real father or not. He was such a humble and nice person. Unfortunately, we lost him to COVID. That was the time I realised how much people felt closer to the story and how they became emotionally tied to that scene," said Sabila.

If one pays attention, one can see how bKash commercials emphasise on a rural story of the everyday lives of the common people. This is because their target audiences are all around the country, from farmers to small business owners.

"bKash is an app which is used by the masses. The main motive of this app is to reach people. Fortunately, we were able to show how bKash is easy to use and that anybody can access it through the commercial. I hope that bKash keeps on creating content with beautiful concepts and narration," said Sabila.

Apart from commercials, bKash is also putting a great deal of emphasis on entertainment-based products to reach the youth.

"People's media consumption behaviour is going through a paradigm shift as they move towards digital content. To better connect with the customers in a more relevant way, bKash often sponsors some content like drama, film, and shows on music and sports," said Mir Nawbut Ali, chief marketing officer of bKash.

Another popular initiative by bKash is "Dhaka sessions", which has successfully run for five seasons. Its unique concept grabbed the attention of fans, who were able to watch their musicians perform live at Bookworm Bangladesh.

Popular bands like Cryptic Fate, Nemesis,

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