

How entertainment revolutionised brand marketing

CONTINUED FROM PAGE 14

and the Imran Ahmed Trio have performed in Dhaka Sessions. It also featured emerging artists to help them reach a broader audience base.

Dhaka Session's producer, Chotu Khan also conducted multiple interviews with celebrities like Suborna Mustafa under the initiative.

"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." -

Manisha Safiya Tarek, Head of Marketing, Foodpanda.

bKash also sponsored Bongo BOB (based on books) drama series comprising two seasons, which included Afran Nisho's "Prayoshchitto" and Bangladesh's first ever interactive web series "Chol."

"bKash is relentlessly working to usher in an inclusive ecosystem of digital transactions and to democratise the payment industry. One of the recent TV advertisements, 'Payment hok bKash-e' has hooked audiences of all ages and gathered a massive response as it has portrayed the convenience of bKash payment and increased digital literacy among the customers. This musical creation has resonated with a wide number of audiences," added Mir Nawbut Ali.

NAGAD

Almost all of the commercials by Nagad feature some of the most popular faces of the entertainment industry, including Chanchal Chowdhury, Mosharraf Karim, Nusraat Faria, Omar Sani, Dipjol, and Ziaul Hoque Polash.



Through these TVCs, they try to connect with people from remote areas of the country.

"All the names that you have stated are artists who have become household names through their excellent performances. By working with them, we want to affiliate ourselves with their 'household' image. Brands are usually an extension of human beings. If people see that we have a strong

relationship with stalwart actors like Chanchal Chowdhury and Mosharraf Karim, we will get to establish ourselves as a brand for the common people," said Indraneel Chattopadhyay, director of brand & creative communication at Nagad.

Nagad has also produced a lot of popular dramas, including Ziaul Faruq Apurba and Sabila Nur starrer "Breaking News," Afran Nisho and Mehazabien starrer "Raja," and Rafiath Rashid Mithila and Musfiq R Farhan starrer "Baba o Amra". As a brand, they have invested a lot in entertainment programmes.

Ziaul Hoque Polash aka Kabila of Kajal Arefin Ome's "Bachelor Point" has a massive fanbase. The actor's Nagad commercial has become viral as it was aired just days before his marriage.

"Nagad commercials are very well written and witty. It feels like I am simply connecting with my fans through the commercial. There was this line in the advertisement where I say that I hope to get married in the Bangla month of Magh. Some of the viewers believed that. Funnily enough, I tied the knot with my wife Nafisa before Magh on December 16," said Polash.

The actor also addressed Nagad's

popularity in the rural areas of our country.

"Nagad's target audiences are based in the rural areas of the country. Whenever I visit any such area, locals or tea stall owners would repeat the brand's tagline 'Nagad ey aschi' and that makes my day," said Polash.

Apart from TV commercials, Nagad also emphasises online campaigning as well. When asked whether Nagad can solely rely on online campaigning or not, Indraneel asserted that mere online campaigns are not enough to reach their target audience.

THE BRIGHTER SIDE OF LIFE

ORION Home Appliances

Essential features of Orion Refrigerator	Essential features of Orion Air Conditioner	Essential features of Orion LED Television
<ul style="list-style-type: none"> FAST COOLING PERFORMANCE 12 YEAR WARRANTY Wide Voltage Range ECO-FRIENDLY R600a REFRIGERANT Anti-bacterial DOOR GASKET NANO Healthcare 	<ul style="list-style-type: none"> 70% ENERGY SAVING 10 YEAR COMPRESSOR WARRANTY GOLDEN FIN TECHNOLOGY 100% COPPER PIPE ANTI-DUST FILTER Air Flow Prevention 	<ul style="list-style-type: none"> PURE COLOR Ultra-Wide Viewing Angle 4 YEAR WARRANTY ON PANEL digital sound android smart LAN & WI-FI SUPPORTED Eye protective Energy Saving FULL HD

Orion House, 153-154 Tejgaon I/A
Dhaka -1208, Bangladesh

09611450450
service.ohal@orion-group.net

www.ohalbd.com
/orionhomeappliances