

FROM BIRD TO X

Bangladeshi boy sues Twitter for appropriating his love story

“Twitter has run out of ideas and that’s why they are now using people’s personal issues, even to rebrand their logo,” one of the experts said wishing anonymity as he recently dropped his CV for a vacancy at Twitter.

MAHIBUB ALAM MUNNA

Who would have thought that the introduction of Twitter’s new logo, from blue bird to X, would trigger a Bangladeshi boy and give birth to a new controversy?

Calling himself Broken Neimar, the boy claimed that Twitter mocked his incomplete love story by replacing the bird with X.

“I used to call my ex-girlfriend Pakhi. Although Pakhi became my ex, that doesn’t mean Twitter has the right to taunt someone’s personal issue,” Broken Neimar raged.

Twitter has been playing with people since Elon Musk bought it at a price higher than many countries’ foreign currency reserves. Experts believe that Twitter shouldn’t have ridiculed someone’s love story. Some other experts even anticipate that Elon Musk might have been spying on Bangladeshis’ social media activities.

“Twitter has run out of ideas and that’s why they are now using people’s personal issues, even to rebrand their logo,” one of the experts said wishing anonymity as he recently dropped his CV for a vacancy at Twitter.

“Had Twitter paid the boy some royalty, I wouldn’t have to be here to make this comment,” another expert said while searching for Barbie and Oppenheimer on some pirated sites.

Broken Neimar, who firmly believes that Twitter actually appropriated his love-story, has finally sued the company, asking them either to change it to something else or to bring his lost girlfriend back to him.

“If they didn’t change it to ex, I mean X, it wouldn’t remind me of my Pakhi and I wouldn’t have to bother to sue a huge company like Twitter,” Broken Neimar added.

When this Satireday correspondent

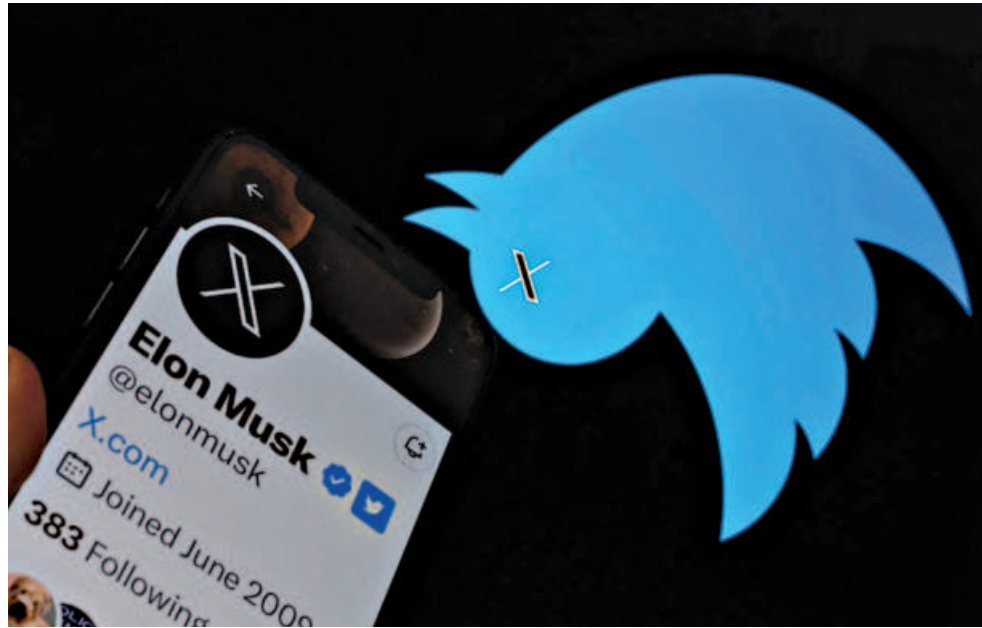


PHOTO: AFP

asked how he was so sure about Twitter’s appropriation, he said, “Firstly, just after a couple of days of my break-up with my beloved Pakhi, Twitter decided to change their Pakhi. Secondly, they rebranded with a letter we actually use to address our former loves. If these two incontestable evidences don’t prove my allegation, I don’t know what can!”

The boy doesn’t believe that it could be a coincidence. News of the incident reached the farthest corners of the world. People are wondering why someone like Musk would make fun of someone, that too from Bangladesh.

“When he is supposed to be finding a way to outplay Zuckerberg’s Threads, he is playing

with children’s emotions,” a self-proclaimed veteran of such issues said on an informal talk show, held in a tea-stall.

Our Satireday correspondent was determined to take Elon Musk’s opinion as he was the ultimate decision maker of Twitter. When contacted through Facebook, Instagram and WhatsApp, Elon Musk refused to talk and asked our correspondent to reach him through proper channels. Our correspondent then contacted him through Twitter and asked whether he really appropriated a Bangladeshi boy’s love story.

“First answer me this: Why did he call his ex by my previous logo. I’ll sue him. Let that sink in.”



PHOTO: NATHAN CIMA

WHEN READERS WRITE

Aliens to follow mosquitoes’ example to finally start winning in movies

SHAFIQ R BHUIYAN

Aliens who have been shown in movies invading the United S of A, have now set their eyes on one of the world’s most mosquito infested countries, dubbed “Mini Singapore”.

The aliens have signed an agreement with the Mosquitos of Mini Singapore (MoMS), the official group of these giant creatures in the tiny but filthy rich country.

This deal will allow them to learn about resilience, technique, and ultra-development in order to deal with one of history’s most destructive species: humans.

According to posts from various sources, the revolutionary transformation that mosquitoes, particularly of the Aedis variety, have undergone in Mini Singapore has mesmerised the aliens.

“We have always been defeated in Hollywood movies,” stated Donald Alien, chief of the Unified Foundation of Outsiders (UFO). “We were sad. Human film-makers have always been unfair and kicked us out. But the Aedis mosquitoes have worked MARVELously. We are seeing a new ray of hope.”

“Mini Singapore has deployed all the techniques they learned from their public-tax sponsored ‘Annual Leisure US of A Tours’, but to no avail,” he added. “We’re on cloud nine right now, and we are sure we can exact our vengeance on Hollywood.”

“We are always the butt of jokes, pokes and butt-kicking in the movies. It always starts out well ... humans are at a disadvantage, we are strong. But then they always find a way to beat us and kill us. But here, in Mini Singing, we are seeing that it has started out bad for humans with the mosquitoes, and then gotten worse. We are sure we can find some realist director to buy into this idea.”

Meanwhile, the mayor of Mini Singapore City, Rudi Gulmari, who is the country’s chief “Man in Black” in the fight against mosquitoes, has lost all confidence in the battle. He descended the city’s manholes but was unable to reach a deal with the Aedis. Whenever he sees the media, he sobs. The Aedis, who have become stronger, sharper, and dirtier (they now lay eggs in filthy water), have destroyed his daydreams of being re-elected.

When this reporter attempted to speak with a MoMS representative, they refused. They are now the aliens’ companions and will no longer listen to humans. While confronted by this reporter, one of their mosquitoes pointed out, “Talk to my trunk,” and flew away to bite another human being.

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Sick of receiving bribes, man starts eating money when offered

AFIZAN HADIAR

Lobhi Chaibeshi Takai (Japanese on his mother’s side), was getting increasingly anxious as days went by. It had almost been eight years since he gave joined civil services as a VAT officer. People warned him about the obscene amounts of money he’d receive, but no one gave him an exact picture of how aggressive it gets.

When Lobhi first started his career, he wondered when the money would start pouring in. He joined at a Tk 12,000 salary and there was no way he could start a family with that. Where was all that money people kept talking about?

One fine day he starts seeing his contemporaries receiving special envelopes at odd hours of the day without making any eye contact. A little later, he would see them smiling ear to ear and then they’d proceed to sign on a piece of paper and take a nap.

“See the trick here Lobhi is that you have to play hard to get. Our jobs are simplistic, but you can never let the average citizen dare to think that way,” said Telbahadur, a close colleague of Lobhi during a random lunch break.

“First, they come to you with some file, or some license that they need for their store. So, you have to make sure you have a bunch of empty files lying around in stacks so that they know you can’t give them any special treatment.”

“Then people will end up offering bribes on their own to get the job done on time!” “Precisely, Lobhi. Plus, you have it in your name, it shouldn’t be hard for you,” said Telbahadur, making Lobhi blush.

And so the next few years went by without any worry for money. In his almost eight-year career, Lobhi purchased four

flats, two brand new cars (he can’t bear to look at reconditioned ones), a six bigha piece of land in North Rice. He set up a separate fund account for his son and wife, bought shares of multiple companies.

But with time, Lobhi got tired of how easy it had gotten to get money. Before he could even pull his hack, people would just take money out of their pockets even without a second’s haste. The game had gotten way too easy. The thrill was gone.

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And to top it off, although he was rich, he had to act like a meagre government servant who had a below average salary, and he hated people thinking he was poor.

Last Tuesday, Lobhi went for a drive at a store since they had been using a fake license. As soon as he went near the shopkeeper to talk to him, the shopkeeper smiled and took large notes out of his register.

“ARE YOU %\$#^\$&@ KIDDING ME?!” exclaimed Lobhi. He snatched the money out of the shopkeeper’s hand and shoved it in his mouth.

Gulping down the last few bits of money, a raging Lobhi said, “Its good for digestion.”



PHOTO: MATHIEU STERN



Bangladeshi marketing execs unhappy as Barbie’s viral marketing actually cost money

BY NUTBOLU

“Viral content should be a breeze. Just post something, give it a Facebook boost, and boom, it goes viral,” explained a perplexed Rashedul Jeeyam, the GM of Tubs Standard Media and Communications.

“Sure, we charged our clients for it, but no one said we actually had to do something meaningful with that money, right? I mean, I used it for the down payment on my new Toyota Harrier.”

Last week, many marketing executives and brand managers were taken aback by the success of Hollywood’s latest movie, Barbie. The curious thing is, nobody really knows what the movie is about, except that it’s all about pink—no, not the singer or the Aerosmith song; just the color.

In hindsight, though, Aerosmith could have plugged in the song for a quick revival, just like Kate Bush’s “Running Up The Hill” in Stranger Things.

The shock factor here is that the marketing campaign for the movie cost a whopping \$150 million, while the actual production cost was lower. The buzz around it is incredible. Men in Dhaka are suddenly finding pink shirts they did not know they had bought at a discount years ago.

“Everyone used to think viral marketing was like shordikashi, or even more simple like a well-choreographed flash mob that just happens.”

An editor from a lifestyle magazine even had her horse painted pink to join the trend. Two restaurants are now offering pink Thai soup as a special, and they can’t keep up with the orders. It’s incredible how a simple child’s doll with hundreds of accessories has captured the collective imagination of the entire world.

But how did they manage to influence the world with just a doll? The answer was surprisingly straightforward: “Money, lots of it. There’s a science to it. It involves presenting relatable issues packaged in nostalgia to the masses,” explained marketing intern Keisha Kottler.

Keisha was the mastermind behind creating scarcity of pink hair dye in tri-state areas, tapping into sensitive teens’ emotions, making them feel left out and desperate to connect with the Barbie color theme even more.

This news hit the Bangladeshi marketers hard. The concept of making something go viral suddenly seemed complex and challenging.

“Everyone used to think viral marketing was like shordikashi, or even more simple like a well-choreographed flash mob that just happens,” lamented a rueful Reuzina Akhter from Shorisha Creative Agency.

Digital marketing is still in its infancy here. Only last month they held a workshop/conference over how big a logo should be in a paid content. No consensus was arrived at because no one could finalise the size of the sponsor logos on the event banner.

We spoke to Asif from Rank Motors about how this would impact their heavily digital-driven marketing strategies.

“Clients will now demand real viral marketing, not just a simple social media post boost. We used to post about our new products without revealing the prices. If people asked, we’d tell them to inbox us. It kept our online interactions up, and our bosses were happy because they don’t understand metrics any better than we do. But now, Barbie is making people think, and that’s not good,” he warned.

Batman stated that he was an early adopter of the trend, as far back in the 1970s. “I took a risk and got a little radioactive, but then it made my suit go pink. Cool, no?”

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