



# Brochure

## Bandhu Media

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Est. 2011

## About Bandhu Media

Bandhu Media is a full-service Advertising Agency having its corporate office in the Capital City Dhaka. It has incorporated in 2011 with a commitment of changing in the existing dimensions of Advertising industry in Bangladesh.

Initially it started journey in outdoor advertising, merchandising and activation works. With the course of time and enormous demand of our clients we providing services to our clients in the areas strategic planning, creative concept, graphic design for Out of Home (OOH) and activation Campaign. In Bandhu Media we often worked with our valued clients to consult, assess and determine way-out of effective and result oriented mix of OOH campaign. We are unique in that we also offer a full component of OOH advertising services. Bandhu Media provides Out of Home Components, Creative Designs, Production, Installation and Maintenance services. Whatever your need for OOH Campaign, Bandhu Media has the right solutions.

Bandhu Media as an advertising agency, also known as a creative agency where we create, plan and handle advertising, promotion, and marketing for our clients. We also offer services of developing advertising strategies, creating contents, planning and buying media and managing social media deployments.

## Our Mission

Our mission is to create value against each and every partnership and work toward the success of our clients' brands and corporate image by providing communications solutions that derive results.

## Our Philosophy

To value every transaction with our respected clients, no matter how big or how small, we are here to serve them with quality. This is the philosophy we were founded on in the year of 2011. We served a variety of customers; this has provided a foundation for mutual respect and admiration.

## List of Logistic Equipment

Name of Equipment	Quantity	Possession
Welding Machine	03	Own
Generator	02	Own
Welding Machine	02	Own
Gas Cutter with Cylinder	02	Own
Hand Drill	04	Own
Gas Drill	02	Own
Helpmate	20	Own
Gumboot	10	Own
Globes	10	Own
Ladder	04	Own
Lifting Chine	05	Own
Safety Belt	10	Own
Crane		Hire

## Digital Printing Machineries

Solvent Printing Machine	: 01
Eco Solvent Print Machine	: 01
UV Printing Machine	: 01

## Cutting Machineries

Cutting Router Machine	: 01
Laser Cutting Machine	: 01

## Graphic Design Services

Bandhu Media has a full complement of services ranging from ad planning and creative to graphic design and printing. We manage multiple print formats, providing customers with all of our services or simply acting as a production outsource for the graphic design and digital printing of such programs.

Whatever your print needs may be, we are confident with our talented staffs could deliver a top-shelf products.

## Print Management Services

Bandhu Media has established relationships with the premier vendors in the print industry. We partner with only the best, and only with those who share our corporate philosophy.

## Digital Printing Project:

Bandhu Media has established Digital Printing project is own with latest upgraded machines so that we could provide one stop digital printing devices.

## Offset Printing:

We can offer our customers every type of offset printing, and screen-printing. By creating a competitive bidding process, which provide you with a price that can't be beat.

## Consulting Services

Bandhu Media brings a wealth of experience to the day-to-day management of OOH advertising projects. By leveraging the latest technologies, we are able to deliver workflow efficiencies and cost savings. As outsiders, we have the advantage of operating in a very objective and timely manner.

We could also be able to provide OOH advertising planning services to our valued clients to help them carryout marketing communication objectives of their products/brands/services.

## Our Major Works

- Outdoor Advertising Units:** Around 1000+ outdoor billboards/Unipoles installation all over the country during 2011 to 2019
- Innovative Activations (illuminative dummy/cutout/hoarding):** number of dimension creating innovative campaigns ran through its life which also drawn huge attention of the target audience. Among the others a few are mentioned here:
  - Banglalink Network Dummy
  - 3D Illuminated New Lux Hoardings
  - Giant Fair and Lovely Live Product Display
  - New Ponds DNA Dummy
  - Lux Sandal & Cream Soap Illuminated Hoardings
  - Illuminated Super Star Energy Saving Lamp Giant Pack
  - Nihar Amla Hair Oil Illuminated Cutout Billboards
  - Pepsodent Illuminated Cut-Out Billboards
  - Super Star Neon Lighting Billboards
  - Clouse up illuminated Billboard at Hatirjheel and Airport Road, Dhaka
  - Shah Cement Innovative Cutout at Airport Road
  - 3D Giant Sunsink Shampoo Packs
  - New CLEAR Innovative Outdoor
  - Lifebuoy LED Billboards Display during Holly Ramadan
  - Closeup Innovative Cutout Neon Lighting Billboards
  - Illuminated Traffic Canopy with LED Scroll Display and LED Clocks
  - Pepsodent Expert Protection Giant Pack
  - Clear Neon Billboards
  - Rain Water Reservation Billboards
  - Vaseline Healing Billboards
  - Vaseline Cutout Billboards
  - Vaseline All-rounder Cutout Billboard
  - Taaza Innovative Outdoor
  - Sunsilk Divas Neon
- Merchandising:** A series of merchandising works ran for Unilever Bangladesh Limited during last 4 years in different districts of Kustia, Khulna, Dhaka, Barisal, Rangpur, Sylhet, Rajshahi and Chittagong divisions at metro and rural areas.
- Illuminative Shop Branding:** Thousands illuminated shop brandings are conducted during last 5 years.

## Our Major Clients

SL	Client Name	Products/Services
01	Unilever Bangladesh Limited	Consumer & Toiletries
02	Shah Cement Industries Limited	Cement
03	Abul Khair Steel Mills Limited (AKS)	Steel & Re-rolling Mills
04	Abul Khair Milk Products Limited	Consumer Products
05	BSRM Steels Limited	Steel & Re-rolling Mills
06	Kabir Steel Re-Rolling Mills (KSRM)	Steel & Re-rolling Mills
07	GPH Ispat Limited	Steel & Re-rolling Mills
08	Nannu Spinning Mills Ltd	Cotton
09	Bexi Fabrics Limited	Dress Materials
10	Electra International	Electronics

SL	Client Name	Products/Services
11	Asiatic Mindshare Ltd.	Advertising Agency
12	Bhaiya Housing Ltd.	Real Estate
13	Nexteller Technology	Consumer Products
14	First Security Islami Bank PLC	Banking Service
15	Bashundhara LP Gas Limited	LP Gas
16	Bashundhara Food Products Limited	Food Products
17	Anwar Cement Industries Limited	Cement
18	Lira Plastics/Samrat Industries	Pipe & Fitting Materials
19	Mediastar Limited (Prothom Alo)	News Paper
20	Kohinoor Chemicals Limited	Consumer & Toiletries
21	Crown Cement PLC	Cement
22	Bangladesh Edible Oil Limited	Edible Oil
23	Alo Bitan Limited	Electric Accessories
24	Super Star Group	Electric & Electronic Accessories
25	AC Bazar Industries Limited	Air Conditioning and Refrigeration
26	DAIKIN Industries Ltd	Air Conditioning and Refrigeration
27	TK Group	Super Board
28	Qasem Group	Food Products & Dry Cell
29	Marie Stopes	NGO
30	Akij Group	Food & Beverage

### Our Experience

We serve a diverse group of clients whose OOH campaign needs are as unique as they are. Whether their needs are merely printing or OOH Campaign implementation related over the nation, Bandhu Media provides the right solution. So in the following pages we will see a few of our assignments that reflect our experience in outdoor advertising industry.

### Contact Bandhu Media

If you would like someone from our office to contact you, or if you have any questions, comments or suggestions, please contact at the following address or e-mail or call us. Bandhu Media representatives will respond to your submission as quickly as possible.

### We locate:

Zaman Tower, 2<sup>nd</sup> Floor, 37/2, Purana Paltan Dhaka- 1000, Bangladesh.  
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### Some of Our Innovative Outdoor Activation Works

**3D Illuminated New Lux Hoardings:** At the time of re-launching New Lux Beauty Soap Unilever Bangladesh Limited has appointed us to conduct innovative outdoor campaign through 3D Illuminated Soap Dummy with neon lighting all over the country in 2012.



**Giant Fair and Lovely Live Product Display:** In the year of 2012 we have also conduct innovation outdoor campaign at the time of re-launching of Fair & Lovely by Unilever Bangladesh Limited through displaying Giant Pack Dummy at SAARC Fountain, Dhaka. This pack dummy has drawn huge attention amount the city dwellers.



**New Ponds DNA Dummy:** It is also a dimensional outdoor innovative activation at the time of re-launching of new POND'S by Unilever Bangladesh Limited in early 2013.



**Lux Sandal & Cream Soap Illuminated Hoardings:** This innovative outdoor campaign has also spread all over the country at time of launching of Lux Sandal & Cream Soap in 2013.



**Nihar Amla Hair Oil Illuminated Cutout Billboards:** We have conducted another innovative outdoor campaign for Marico Bangladesh Limited at the time lunching of Nihar Amla Hair Oil in Bangladesh Market.



**Pepsodent Illuminated Cut-Out Billboards:** At the end of year 2013 we have conducted the country's biggest innovative outdoor campaign on the occasion of launching of Pepsodent Expert Protection.



**New CLEAR Innovative Outdoor:** At the end of year 2014 we have conducted the country's biggest innovative outdoor campaign on the occasion of launching of New Clear Shampoo.



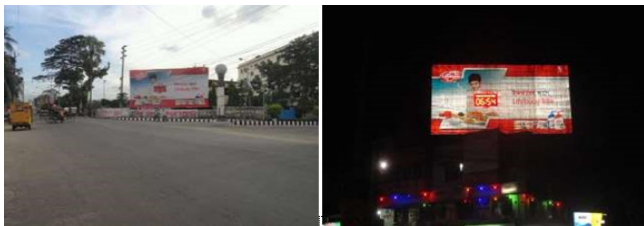
**Pepsodent Expert Protection Giant Pack:** It's another innovative Pepsodent Expert Protection Giant Pack.



**3D Giant Sunsilk Shampoo Pack:** It's another innovative Sunsilk Shampoo Bottle for Unilever Bangladesh Ltd.



**CLEAR Neon Billboards:** New CLEAR Innovative Outdoor Campaign on Billboard for Unilever Bangladesh Ltd.



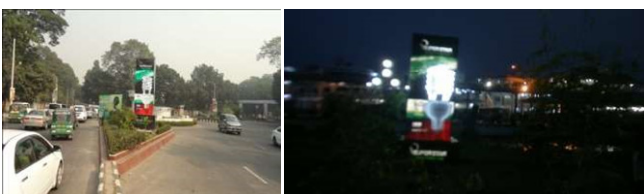
**Closeup Innovative Cutout Neon Billboards Lighting** It's another innovative neon lighting cutout billboard we have installed for Unilever Bangladesh Ltd.



**Illuminated Traffic Canopy with LED Scroll Display and LED Clocks:** It's another innovative Campaign Traffic Canopy.



**Super Star Energy Saving Lamp:** In 2013 Super Star Group has introduced nationwide pack dummy display with neon lighting through our company.



**Cutout Neon Lighting Board:** It's another innovative neon lighting cutout billboard we have installed for Super Star Group.



**Cutout LED Lighting Board:** It's another innovative LED lighting billboard we have installed for Super Star Group.



**Super Star Mobile Fan Gallery:** Products display on pickup to move around and display live product with functioning.



**Super Star Innovative Dangler:** Pedestrian foot over bridge branding with lighting dangler.



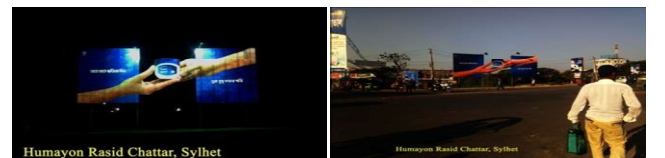
**Rain Water Reservation Billboard:** Complete new innovative idea for reserving natural rain water for drinking through outdoor campaign. The campaign has run for Bengal Plastic Industries Limited a concern of Bengal Group.



**Wheel Innovative Cutout:** It was a magnificent innovate cutout of wheel at Banani More, Bogra which was made of transparent glass.



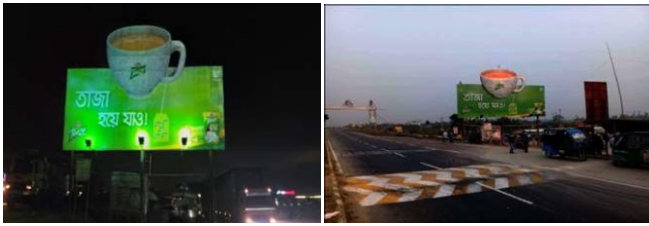
**Innovative Vaseline Neon Works:** Here is the innovative Neon works at Humayun Rashid Chattar, Sylhet.



**Vaseline Live/Healing Billboards:** It's a billboard that contains leaves with Vaseline and without Vaseline the display for 7 days. The billboards are installed in Dhaka, Khulna and Cox's Bazar areas.



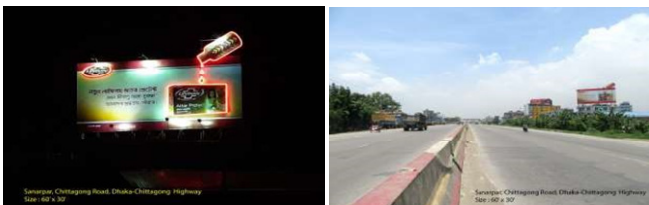
**Taaza Innovative Outdoor:** This innovative outdoor installed and display at Nila Market, 300ft Road, Rupgonj, Narayanganj in 2018 a renowned product of Unilever Bangladesh Limited. It's not only an innovative outdoor for Taaza it has also live impression among the surrounding people that created steam over the cup.



**Sunsilk Divas Neon:** Innovative Neon Sign of Sunsilk Divas at Nila Market, 300ft Road, Rupgonj, Narayanganj that also drawn huge attention among the surrounding people and the visitors in 2019



**Attar Innovation Billboard:** Here is another innovative works of 'Lifebuoy Attar Protect' campaign which represents the drop of Attar from the bottle on Lifebuoy soap.



**Closeup Illuminated Billboard:** Here is the close illuminated billboard at Hatirjheel, Dhaka.



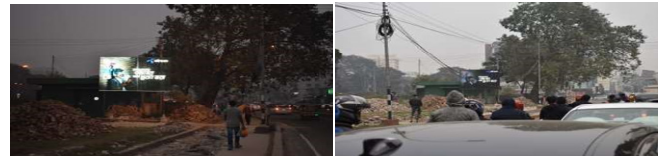
**Fair and Lovely Live Product Display:** It's a live product display of Fair and Lovely.



**Lux Illuminated Billboard with Neon:** Here is an attractive Lux Illuminated Billboard with Neon which represents rose on it.



**Grameenphone Cutout:** It's another tremendous cutout of Grameenphone.



**Banglalink Network Dummy:** On the occasion of network expansion communications among the other communications tools Banglalink installed nationwide Network Dummy as innovative outdoor activation in 2012.



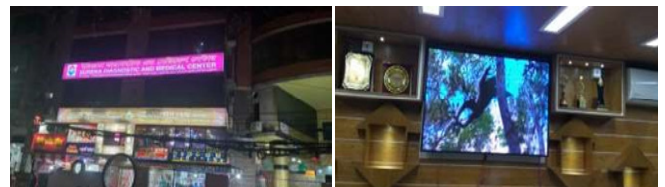
**Shah Cement Innovative Cutout:** It is a Shah Cement Innovative Cutout display which was done by us.



**Vaseline Amazing Billboard:** Here is Vaseline Amazing Billboard which presents the player's of Bangladesh Women Cricket Team of their locality.



**LED Light Box Display:** It's a LED Light Box Display of Eureka Diagnostic & Medical Center which was done by us.



**Close Up Rickshaw Ride Branding:** Here is the sample of 'Close up-Kachey Ashar Golpo' Rickshaw branding at few public university areas in Bangladesh



**Remarkable Beautification Works Mirpur Kinbadanti Circle, Dhaka**



**Nawab Abdul Gani Road, Dhaka**



**Jalil Sarani (Boyra Bazar to Boyra College Moor), MojidSharoni, Khulna**

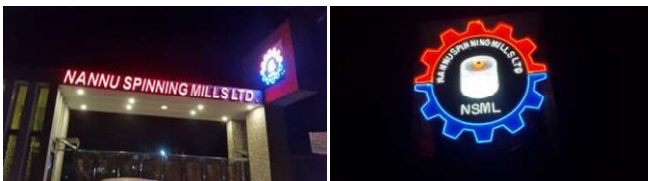


**Beautification Project: Dak-Bangla Moor to Shibari Moor, Khulna**



**Remarkable Signage Making**

**Neon Signage:** It's a neon Signage which created using State of the Art technology



**Dhaka University:** It's another works we have installed Signage of Father of the Nation Bangabandhu Sheikh Mujibur Rahman Hall and Bijoy 71 Hall for Dhaka University.



**Easy Bike Branding at Rangpur and Khulna Metro Area:** Here is the sample of our Easy Bike branding campaign-'Pepsodent Tooth Powder' work at Rangpur and Khulna Metro Areas.



**Signage Name of Marie Stopes:** Here we installed Signage Name of Marie Stopes at their reception.



**Company Yearly Calendar and Brochure**

Here is the sample work of yearly Calander and brochure of different company which was done by us.



**Some Remarking Merchandising Works**

