

TBWA IN BANGLADESH

Thursday in Bengali is "Brihaspatibar." It may surprise you to know that Bengali is the 4th most widely spoken language in the world. And that it is the national language of Bangladesh, home to our newest agency, TBWA\BENCHMARK.

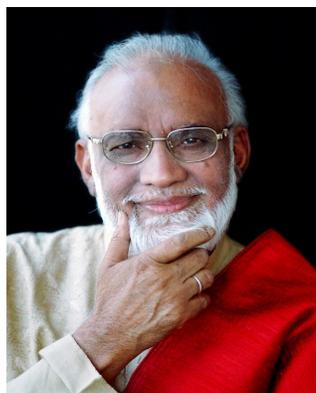
Bangladesh, with a population of 150 million, has a burgeoning economy that Goldman Sachs predicts will be among the Top 25 in the world within 30 years. Christine Wallich (World Bank country head) recently described the market as "the little engine that could." Bangladesh suffers from an image dominated by reports of floods, famine and a sometimes-turbulent political environment. However, the country is also a vibrant cultural hub, with an educated population, a diversified economy and a strategic location between India and China.

Certainly, many multinational companies are moving aggressively into the market – as are we.

On Tuesday May 6th, we re-branded our four-year affiliate in Bangladesh, Benchmark, as TBWA\BENCHMARK. Established by CEO Ashraf Kaiser (as seen in the picture above) in 2001, in a tiny office with two people, TBWA\BENCHMARK is a testament to what brave thinking, curious, ambitious people can achieve. The agency now handles Standard Chartered Bank, Etihad Airways, adidas, Transcom Brands, Singapore Tourism and Visa, among others; and ranks in the Top 5.

Many of these clients attended the keynote event of the three-day re-branding activity – a gala celebration evening held in downtown Dhaka. Thanks to the strength of the TBWA brand internationally, and Benchmark's reputation locally, we had over 300 people at the event, coming from the business, government, media and arts worlds – and a sprinkling of celebrities to boot.

The event, encompassing Disruption cases, cultural music and dance, speeches and the unveiling of a new logo, was so impactful that Mustafa Zaman Abbasi, chairman of the Dialogue on Cultural Policy, was driven to write:



Mustafa Zaman Abbasi, Chairman, Dialogue on Cultural Policy and a leading national celebrity

"It is seldom that one is charged with a new surge of enthusiasm and vision as we were exposed by your presentation. Last night, in one word, was superb. The films, slides, music, words of your CEO from a rooftop in New York City and the video from your International President were inspirational."

Our event appeared on six of the country's evening news programmes, generated over 75 press stories and Ian Thubron, Executive Vice President of TBWA\Asia Pacific, was invited to record a primetime business show on "Branding Bangladesh."

Proof, if more proof were needed, of the power of the TBWA brand and our growing strength in the Asia Pacific region. We welcome our newest family member with open arms.

[Click here](#) to watch the video.

