

Social Communications

Written by Administrator

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TBWA Benchmark produced numerous national media and advocacy campaigns and documentaries for renowned social causes and organization/ entities.

Some of its works are as follows

PSA: Asia Foundation

Asia Foundation along with Election Working Group wanted to promote some public service announcement to create awareness among the voters and ensure a fair election, Benchmark was assigned as the communication agency which supported this campaign by developing creative materials and developed eight Public Service Announcement (PSA) and print advertisements- these were aimed to propagate messages about critical issues like the importance of registration process from the perspective of both future elections, the introduction of a national identity card, Women participation in election, awareness about choosing the right candidate, role of first time voters and candidate accountability.

 

These PSA s were broadcasted in all television channel including BTV for consecutive two months to encourage people to come forward and register themselves to be eligible as a a voter and to Receive a national ID card for the first time in this history of Bangladesh.

As a creative concept we developed a character named Tarabu who is a school teacher and she explained the complexity and questions in peoples mind and a give away the solutions as it happens in the socio economic context of Bangladesh .

Family Health International: AIDS Awareness

style="line-height: normal" class="MsoNormal">TBWABenchmark worked for Family Health International (FHI) in conceptualizing anddeveloping posters to aware people against AIDS. Eminent celebrities like TV Actress Shuborna Mustafa, Shami Kaiser, , Cricketer Atahar Ali Khan and famous Bogra Youth Choir were used to communicate the message among the mass people.</p> <p style="margin: 0in 0in 0pt" class="yiv1582053951MsoNormal" > </p><p style="margin: 0in 0in 0pt" class="yiv1582053951MsoNormal">◆ </p><div> <p style="margin-bottom: 0.0001pt; text-align: justify; line-height: 150%" class="MsoNormal">UNAIDS AIDS awareness campaign</p> <div><p style="margin: 0in 0in 0pt" class="yiv1582053951MsoNormal"></p> <p style="margin-bottom: 0.0001pt; text-align: justify; line-height: 150%" class="MsoNormal">UNAIDS has this AIDS awareness campaign, APLF where the objective was to make people aware of AIDS on how to stay safe from being AIDS◆ affected. At the same time, they also want the create acceptance of AIDS affected people in the society. Here, the leaders of the society are endorsed in◆ campaigns, whom people see as idols. In this campaign, six celebrities like Alamgir(Acotor), Runa laila(Singer), Shaikh Shiraj(Media personality), Bibi◆◆ Russell(Fashion Designer), Motiur Rahman (Ex health Advisor) and Kafil H Muyeed endorsed the messages. This was a campaign where corporate◆◆ giant◆ like Grameenphone was a partner who considers this campaign as one of their CSR activity.</p></div></div><div align="right"></div></div> <p style="margin: 0in 0in 0pt" class="yiv1582053951MsoNormal"></p> <p style="margin: 0in 0in 0pt" class="yiv1582053951MsoNormal"></p> </div> <div><p>◆ </p> <p style="margin-bottom: 0.0001pt; text-align: justify; line-height: 150%" class="MsoNormal">There were TVCs, press advertisements, outdoor, events and PR which were all done by us. There was a telefilm called Utsho, which was premiered through this Campaign. This was a total 360 degree campaign and one of our most successful social campaigns.</p><p style="margin-bottom: 0.0001pt; text-align: justify; line-height: 150%" class="MsoNormal">◆ </p><p style="margin-bottom: 0.0001pt; text-align: justify; line-height: 150%" class="MsoNormal"> </p><p style="margin-bottom: 0.0001pt; text-align: justify; line-height: 150%" class="MsoNormal">UNDP: The

Festival of Democracy: Bangladesh Elections 2001

TBWABenchmark has made the video documentary titled **The Festival of Democracy: Bangladesh Elections 2001** for UNDP on the last 8th parliamentary election of Bangladesh. This was the only documentary on Election 2001 made by a non-political and independent platform

The British Council:

Not a Doll's marriage

TBWABenchmark worked for **The British Council** in its Governance and Gender programs. Benchmark has made a PSI titled **Not a Doll's marriage** to promote the messages against forced marriage.



Nongor feli ghate ghate: A campaign to develop Awareness on Tuberculosis. For this campaign of SMC we have developed a film titled `RANGILA BAO`, develop 13 episode drama serial titled `DEBDASH 2010`, TVCs and a fund raising Documentary.



