

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.



