

## 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"><span style="font-family: FuturaLightTBWA">TBWABenchmark worked for Family Health International (FHI) in conceptualizing and</span><span style="font-size: 10pt; font-family: FuturaLightTBWA"></span><span style="font-family: FuturaLightTBWA">developing 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.</span></p> <font face="Arial" size="2"><p style="margin: 0in 0in 0pt" class="yiv1582053951MsoNormal"> </p><p style="margin: 0in 0in 0pt" class="yiv1582053951MsoNormal">  </p></font><div> <p style="margin-bottom: 0.0001pt; text-align: justify; line-height: 150%" class="MsoNormal"><strong><span style="font-size: 12pt; line-height: 150%; font-family: FuturaBookTBWA">UNAIDS AIDS awareness campaign</span></strong></p> <div><font face="Arial" size="2"><p style="margin: 0in 0in 0pt" class="yiv1582053951MsoNormal"><strong><span style="font-family: Arial"><font size="2"></font></span></strong></p> <p style="margin-bottom: 0.0001pt; text-align: justify; line-height: 150%" class="MsoNormal"><span style="font-size: 12pt; line-height: 150%; font-family: FuturaBookTBWA">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<img alt="diamond symbol" data-bbox="485 430 495 440"/> 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<img alt="diamond symbol" data-bbox="485 465 495 475"/> campaigns, whom people see as idols. In this campaign, six celebrities like Alamgir(Acotor), Runa laila(Singer), Shaikh Shiraj(Media personality), Bibi<img alt="diamond symbol" data-bbox="485 500 495 510"/><img alt="diamond symbol" data-bbox="485 510 495 520"/> Russell(Fashion Designer), Motiur Rahman (Ex health Advisor) and Kafil H Muyeed endorsed the messages. This was a campaign where corporate<img alt="diamond symbol" data-bbox="485 545 495 555"/><img alt="diamond symbol" data-bbox="485 555 495 565"/> giant<img alt="diamond symbol" data-bbox="485 580 495 590"/> like Grameenphone was a partner who considers this campaign as one of their CSR activity.</span></p></font></div></div><div align="right"><font face="Arial" size="2"></font></div></div><font face="Arial" size="2"> <p style="margin: 0in 0in 0pt" class="yiv1582053951MsoNormal"><span style="font-family: Arial"><font size="2"></font></span></p> <p style="margin: 0in 0in 0pt" class="yiv1582053951MsoNormal"><strong><span style="font-family: Arial"><font size="2"></font></span></strong></p> </font></div><font face="Arial" size="2"> </font><div><font face="Arial" size="2"><p><img alt="diamond symbol" data-bbox="485 660 495 670"/>    </p> <p style="margin-bottom: 0.0001pt; text-align: justify; line-height: 150%" class="MsoNormal"><span style="font-size: 12pt; line-height: 150%; font-family: FuturaBookTBWA">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.</span></p><p style="margin-bottom: 0.0001pt; text-align: justify; line-height: 150%" class="MsoNormal"><img alt="diamond symbol" data-bbox="485 820 495 830"/> </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"><strong><span style="font-size: 12pt; line-height: 150%; font-family: FuturaBookTBWA">UNDP: <span>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.



