

TBWABenchmark is a pioneer sports marketing agency in Bangladesh and it is associated with similar global agencies through its affiliation with Omnicom group, the largest marketing services organization in the world. TBWABenchmark not only has hands on experience managing numerous sports sponsorship programs for corporate but also in activating them. Over the years we have activated different sports activations for our clients such as Danone Nation's cup for Grameen Danone Foods Limited, signing Bangladeshi opener Tamim Iqbal for Hewlett Packard (HP), Standard Chartered Bank Young Tiger's cricket tournament and many others management of sports partnership programs provide a successful track record.

**WHAT VALUE PROPOSITIONS YOU SHOULD EXPECT.**

As a Sports Marketing Agency, TBWABenchmark's responsibility is to add value in three different ways. Firstly strategic where we dig into consumer and their passion and come up with ideas and a plan of activation. Then there's execution or activation - where we actually implement the work. And then there's the evaluation working out how we did.

**Our responsibilities include:**

- Defining or auditing your sponsorship strategy
- Identifying the right platform
- Managing the sponsorship
- Planning and executing the activation
- Sponsorship ROI measurement & evaluation

**Strategic Role**

Understanding the business needs > Assessing the landscape > Planning the Activation

**Activation Role**

Produce Specific Activation Plans > Acquire or create the necessary resources > Activate

**Evaluation**

Measurement & Optimization > Establish the role and criteria for selection

**HOW WE WILL ENSURE AND CONTRIBUTE IN TERMS OF QUALITY, BRAND VALUE AND REPUTATION AS A "SPORTS MARKETING AGENCY.**

With the advantage of global expertise from our partner FUSE a global sports marketing agency with extensive experience of managing and executing epic sports campaigns, sponsorship programs and brand endorsement projects, TBWABenchmark has the capability of strategizing, planning, managing, implementing, executing and measuring the potential possibilities to its full extent.

**3 CASE STUDY.**

1. Tamim Iqbal for HP The world's no. 1 computer brand HP challenged us to come up with ideas that connect the youth generation with their brand on favorable platform. Our answer: Tamim Iqbal We have planned, signed and coming up with activation ideas for Tamim Iqbal, the Bangladeshi opener and most celebrated sports personality, as the brand ambassador for HP brands in Bangladesh.

2. Managing the Sports Portfolio for Standard Chartered Bank for the last 7 years During our involvement as the sports marketing agency of Standard Chartered Bank, we have successfully fulfilled our roles as both a communication and an activation partner. In 2006 we began with being in charge of the communications and activation of the Standard Chartered school chess tournament, their annual golf tournament and their under -16 & Young Tigers Cricket tournament. For the following years, all the activations and communications namely coordination with the sports authorities, venue branding, media management & having most importantly integration of the brand point of view - of these 4 events are handled by

## Sports Marketing

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us.</div><div align="justify">◆</div><div align="justify">3. Celebrating Cricket with BCCB & the Bangladesh Cricket Awards BCCB came up with a challenging brief where they for the first time recognized the cricket heroes of Bangladesh starting from best players to the best sports journalists. We started running our creative minds and came with the whole concept of ◆A celebration of cricket◆ and this honorable event took place. The whole event along with the promotional activities was done by us ◆ for 2 consecutive years. </div>