

Welcome to Benchmark Group

Benchmark Group is an integrated communications group which provides full range services in marketing and social communications planning, creative development, events, activations and PR. Benchmark started its operation in a humble manner in 2001 and over the years has turned into a leading communications group in Bangladesh.

Benchmark Group has a dynamic portfolio of clients including Standard Chartered Bank, Grameenphone, Apollo Hospitals Dhaka, Grameen Danone, KFC, Pizza Hut, Intel, HP, DW, SMC, UNAIDS, Pran, ACI, The Asia Foundation to name a few.

Benchmark Group is a responsible corporate entity and for the last 10 years has conducted its business with high ethical standard and in compliance with the law of the land as well as International Conventions ratified by Bangladesh including CRC. We certify that we do not have any child (aged under 18) working for any part of our service, either direct or through third party supervision.

Benchmark Group has a few SBU which are:

TBWA\BENCHMARK

TBWA\Benchmark, the flagship company of the group is a leading creative agency in Bangladesh. It is a network agency of TBWA\, the 5th largest global agency network in the world and a part of New York-based global marketing & social communications giant Omnicom Group. Benchmark Group has the exclusive affiliation of TBWA in Bangladesh & Nepal. Our global partnership with TBWA\ offers us the network resources such as

tools and techniques of planning & creative, global case studies, insights from different markets, training & development which enormously benefits in thinking differently & catering client's needs.

We start with disruption as a philosophy/workshop:



Powered by disruption - some of our campaigns/creative:



BENCHMARKPR

A pioneer name in professional PR practices from 2001 Benchmark PR is a leading public relations and communications firm in Bangladesh. We offer corporate affairs, stakeholder

management, media relations, celebrity management and crisis communications. Benchmark PR has been providing public relations support to the clients like Grameenphone, Pizza Hut, KFC, Standard Chartered, HP, Grameen-Danone and others.

Benchmark PR is known for strategic counsel, stellar ideas, and a culture of success. It is run by the people with industry background, knowledge and connections.

Practices:	Industry experience:
Government relations	Telecommunications
Regulator relations	Travel & Tourism
Corporate communications	Restaurants
Stakeholder management	Banking & Finance
Media training	Healthcare
Crisis and issue management	Retail
Trade shows & event management	Energy
Celebrity management	

Grameenphone

We are the PR agency of the largest private enterprise and most popular telecom brand in Bangladesh. We support Grameenphone with all corporate communications, stakeholder management, media orientation and field visits for media. Grameenphone is the largest IPO in Dhaka and Chittagong stock exchange and we also manage capital market PR for them.

Bangladesh Bank Road Show 2010

We were the PR agency for the central bank in promoting the up country road show held in March 2010 and participated by all the private and nationalized banks.

We supported Bangladesh Bank with road show message development, media strategy, media management, talk shows, newspaper supplements and media monitoring.

In 7 days we have generated around 100 press clippings, 7 talk shows including 3 live one and around 10 features.



Finance Minister AMAMuhith in a TV show on BB road show initiative.



Bangladesh Bank Governor Dr. Atiur Rahman along with SME Foundation Chairman Aftabul Islam, Association of Bankers Bangladesh Chairman Kazi Mahmood Sattar on a TV talk show on BB road show progress.

Benchmark Social

Benchmark social is a new separate SBU totally specialized in social communications. Because, we believe that social communication has its own values and beliefs which should not be mixed with commercial communications. Social communication carries different planning tools that are designed to either help in changing behaviours, community based solutions or advocacy. Social communication not only demands different type of planning, this also demands different servicing expertise and creative mindset.

Benchmark Social works for clients like UNDP, FHI, The Asia Foundation, The British Council, SMC, UNAIDS for APLF project, Grameen Danone, Asia Foundation, DFID SHIREE project and others.

Experiences in Social Communication

UNAIDS AIDS awareness campaign

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 to 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(Actor), 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.

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.



A glimpse into the campaign activities

Working Group worked to promote awareness among the voters and ensure a fair election. We were the communication agency who supported this campaign by developing creative materials. We have made few PSAs and print advertisements. These were aimed to propagate messages about critical issues like Women participation in election, awareness about choosing the right candidate, role of first time voters and candidate accountability.



Benchmark Nepal

Benchmark Nepal is the first Bangladeshi communications company in a global location with impressive client list including Adidas, Standard Chartered, Etihad Airways, LG, Skoda etc.

Lemon

Lemon is an independent creative agency of the group.

OMD and PHD

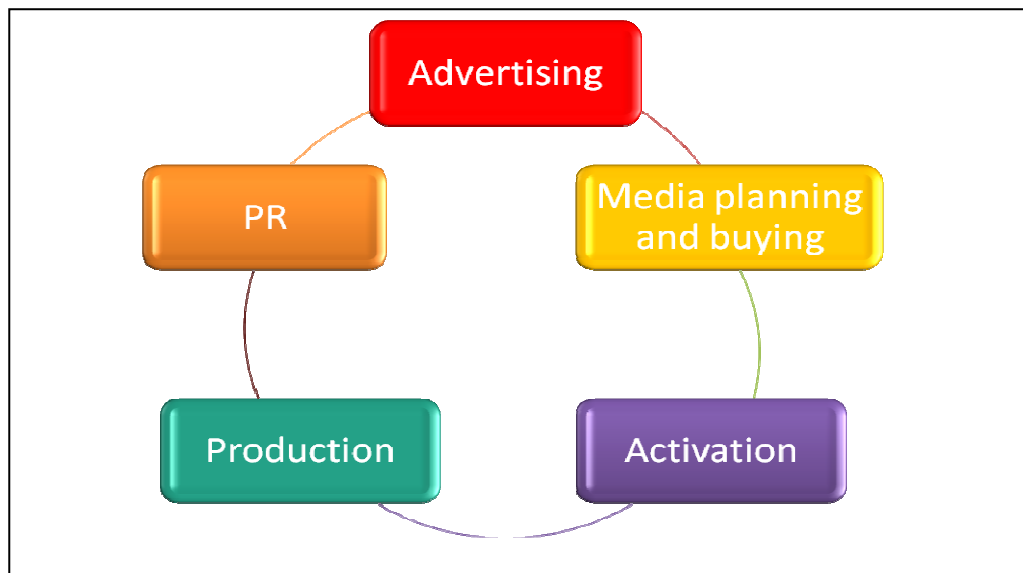
Benchmark Group holds the exclusive affiliation of OMD & PHD, two most powerful media agencies in the world, in Bangladesh. OMD & PHD provide us knowledge, tools and techniques, to turn creative ideas into media planning and buying for both local and international clients including Standard Chartered Bank, KFC, Pizza Hut, Apollo Hospitals, Grameen-Danone, Intel, Nokia-Siemens and so on.

The way we think

As a creative company our aim is to think differently, to stand out among the convention, to break the rules and create new ideas. We have taken disruption as our creative tool. Disruption is developed by TBWA\,. Disruption is a proved tool for creating ground breaking successful communication and to create a larger share of future for brands or companies. Disruption is not distraction, rather it is a creation, a philosophy, a way of living. Disruption is all about going beyond all the conventions; in business, in marketing or in communications. Disruption helps business to find a new way to be successful in the market place. You need to disrupt or you will be disrupted by someone else soon. As Jean Maurie Dru, the Chairman of TBWA\ says- "we can not think in a set convention and expect breakthrough result".

Services we provide

We provide a 360 degree services we provide under one umbrella of Benchmark group.



International network

Our global network TBWA is known for building iconic brands including Apple, Adidas, Nissan, Pedigree, Visa, Standard Chartered Bank and many others. TBWA, the fastest growing communications network in this world is a truly multi-disciplined & multi cultural agency. TBWA has 239 offices over 79 countries with more than 12,500 employees. TBWA, the agency for Amnesty International is also has great expertise of social communications. TBWA has been awarded as the agency of the year by both Adweek and Adage in 2008.

Clients



BENCHMARKEVENTS&ACTIVATIONS

BENCHMARK EVENTS & ACTIVATIONS is a pioneer name in professional events & activations planning and execution from 2001. We offer corporate events, seminar, conferences, road shows, concerts, exhibitions, annual retreat, product launching, anniversaries, trade shows, direct marketing, retail promotions, rural marketing etc. We have been providing events & activations support to the clients like Grameenphone, Pizza Hut, KFC, Standard Chartered, HP, Grameen-Danone, Apollo Hospitals Dhaka, P&G and many others.

Types of event we do	Some major events we have done so far	Event team provides
Corporate Event Social Event Conference Fair Exhibition Launching Program Cultural Program Concert	Extreme Poverty Eradication Day Conference 2009 Launching the Country Branding of Bangladesh Standard Chartered SME Fair Standard Chartered-Financial Express Corporate Social Responsibility Award (2006, 2007) SCB Night Standard Chartered Islamic	A to Z solution Creative Support Content Development All production support Venue Decoration Support Venue Management Support All Technical Support like, Sound, Light, Audio Visual, etc. Guest Management Support VIP Management MC arrangement Cultural Program Arrangement Volunteer Support

	<p>Banking – SAADIQ Launching Cricket Award of Bangladesh Cricket Board (2005, 2006) Inaugural Flight launching event of Etihad Airways Agents Award Night of Etihad Airways 2006-9 Participation in Dhaka Travel Mart for Etihad Airways BASIS Soft Expo 2008 Launching of Pizza Hut in Dhaka & Chittagong Launching of KFC in Dhaka & Chittagong</p>	<p>Security Management Cost effective solution Crisis Management Arrangement in short notice</p>
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Extreme poverty eradication day conference 2009

To celebrate the International Poverty Day a DFID funded NGO named SHIREE organized the Conference on 18 October 2009. The objective was to raise meaningful awareness of extreme poverty among key stakeholders/change makers in society especially politicians and top level policy makers.



TBWA\Benchmark won the job after a tough competition with other companies. We developed the event theme, logo, message, theme song, look n feel of the whole conference. Around 2000 guests participated in the conference. Every component related to this conference were managed by us and finally it was successful event.

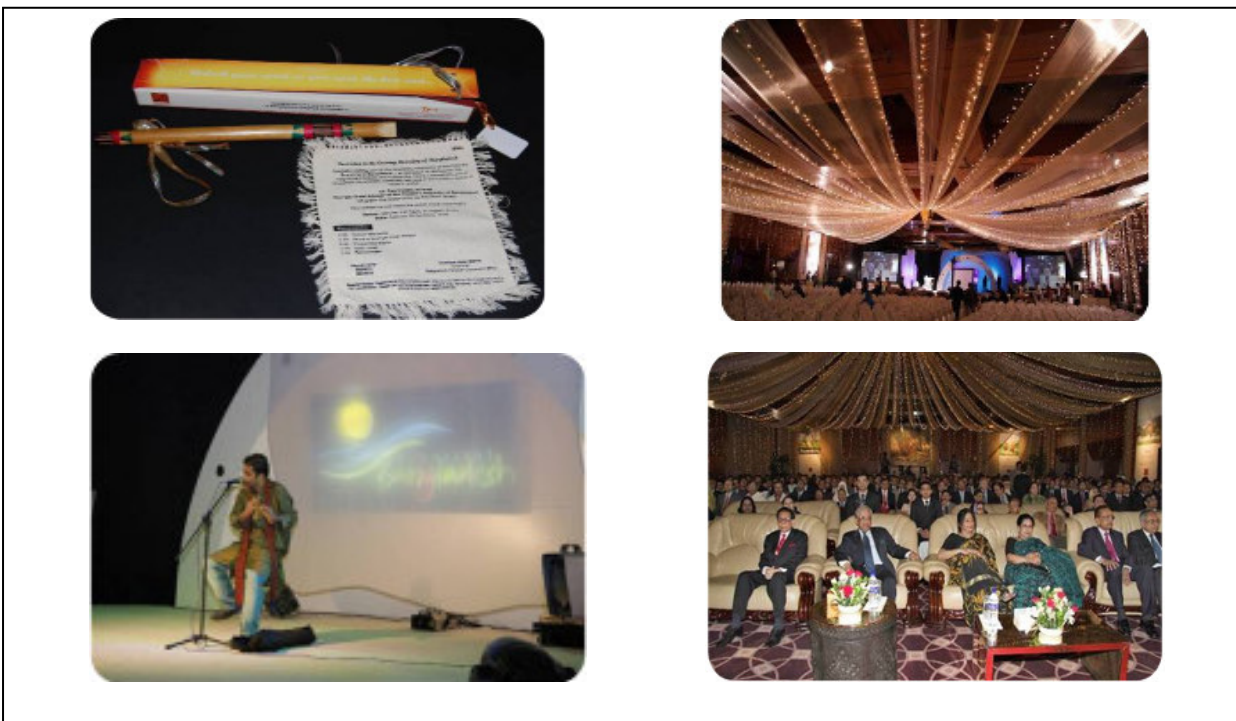


Launching of the Country Branding of Bangladesh

Branding Bangladesh has been a grand event for us not only because of its volume but also for its significance. Our best effort made this event successful; and each chapter of this event reflected our creative minds.



It all started with an unique invitation carrying the call for people to unlock their spirit as soon as they open the box and they find a flute wrapped up with a piece of cloth on which the invitation details were written.



The event set up was looking spectacular with all its glories. All the invitees and main guests took their seat in the audience zone; no special sitting arrangement was made on stage. It kept the energy of the event equal for all the audience.

The program was enriched by the significance presence of great social and national contributors, key personalities and policy level people like Dr. Fakhruddin Ahmed, former chief adviser of Bangladesh Government..

Moreover, exciting laser shows and soothing music created a classic environment.

Agents award night & anniversary event

Each year Etihad Airways celebrates their anniversary and agent's night. Etihad Airways started its operation five years back internationally with last three years in Bangladesh. Their devotion and endeavor have found success and that's why each event looks so energetic and exciting when they all join together to celebrate their success.



The first two anniversaries were great. The theme was Arabian Nights and participants had the time of their life. Participants moved their hips with loud and hip music.



The third anniversary was organized in more of a corporate look and feel carrying a more sophisticated environment. Starting with the invitation letter, it was very exciting yet classy.



New country head office inauguration ceremony

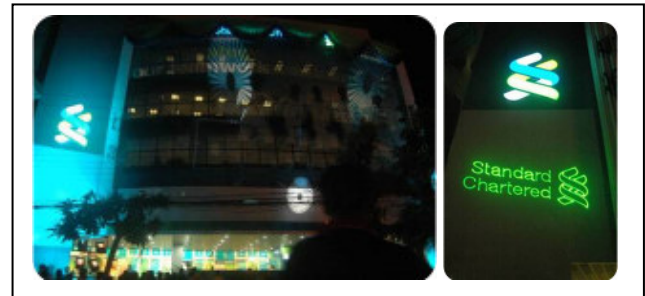
It was a splendid event to organize for us with so many obstacles and challenges. The new corporate head office in Gulshan was wrapped and dramatically unveiled electronically by CEO.



All the other visitors and guests were outside to see the first few glimpse of the majestic new corporate house.



In the evening, there was an electrifying laser and light show on the new corporate house. The evening became more exciting with cultural program. The classy cultural program totally reflected our ethnic identity and stated that Standard Chartered being an international bank understands the importance of a local culture and that's how they maintain their business ethics.



This event was a great challenge for us. Two exciting activities in two places was a tough job to handle and moreover we only got four hours in hand to complete the whole set up in Pan Pacific Sonargaon Ball room as the venue was booked for another event till noon. Again, we did put our best effort in that four hour to make another successful classy event.



SCB Night

SCB was looking for an event where all of their hard working employees will come and get a room for enjoyment. We made a grand event where we arranged the ambient of thousand years old environment. It was breathtaking! They came, they saw, they enjoyed and we proved ourselves again by organizing such a grand event for this 1500 people!

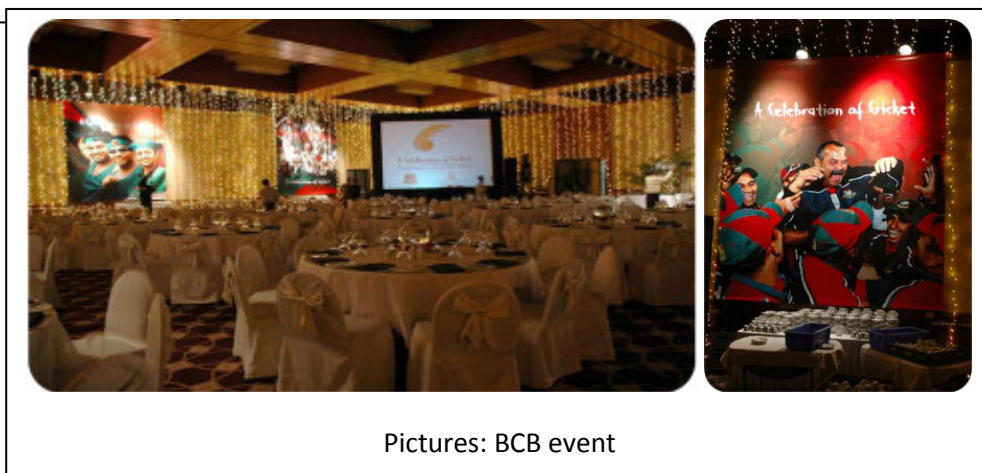


SCB iron man (2006)

It was a thematic event organized for the staffs of the Standard Chartered Bank to inspire them and giving them various directives. They were taken about 450 kilometer far from Dhaka, there were about 700 guests and all of joined in a 5 daylong event.



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Pictures: BCB event

Aktel valentine day concert

Again, the cool minds walked up and made it happen. The great game of crisis management. We had only three days in hand to make it all happen where another big event like 'Basis Softexpo 2008' was going on under our management; and what we did? This was a huge open concert where performers like Black, SI Tutul and new sensations like Mila performed. And another successful event under the banner of Aktel!



Bangladesh Telecenter Network International ICT4D Conference

The event started off with launching International ICT Conference where Chief Advisor and other TOP Government officials including eminent business personalities were present. There were about 3000 local and foreign guests, 4 Roundtables, a 30-stall ICT Exhibition.



Recognition

TBWA\Benchmark is Bangladesh's face in Cannes Lions Festival this year

Two young creative minds of TBWA\Benchmark have won Cannes Young Lions Creative Competition and representing Bangladesh in Cannes Lions Festival of Creativity to be held on June 17 -23 at Cannes, France. The winning team will be flying off on 15 June to participate in the prestigious International Young Lions Creative Competition at Cannes.

Farhan Aziz and Nuruzzaman Babu, a creative supervisor and a visualizer of TBWA\Benchmark respectively will represent Bangladesh as 'Young Lions' in Cannes Festival after winning a tough competition arranged locally among the top notch creative agencies in Bangladesh. The competition was held on 7 April 2012 at the Bangladesh Brand Forum premises.

Cannes Lions Festival of Creativity is the world's biggest celebration of creativity which incorporates the most prestigious international annual advertising and communication awards. It is a huge opportunity for a country to represent its promising creative minds globally. The Young Lions Competitions are held during the festival for the advertising professionals aged 28 or under working in advertising or communications businesses.

Team TBWA\Benchmark will not only compete with the creative people from different corner of the globe, they will also experience the enriching knowledge at the festival and lighten up our local creative industry. We believe that TBWA\Benchmark will produce an outstanding performance with their diligence and devotion. Wish them all the best from Bangladesh!



TBWA\Benchmark wins Silver at Srijan Samman 2011 for media innovation

TBWA\Benchmark won the Silver in media innovation in print and outdoor category at "Srijan Samman 2011 - Awards for Excellence in Bengali Advertising" in Kolkata, India. Pohela Baishakh press layout for Pizza Hut wins the award which at a first glance make little sense but if someone folds it as per the instructions given reads- Noboborshe chai Pasta, means Pasta is what we need in the new year. Srijan Samman is a creative excellence award instituted by the Dainik Sangbad Pratidin, a Bengali daily of Kolkata, India. TBWA\Benchmark has kicked off 2011 with several innovative projects and campaigns; and they commemorate yet another achievement by accepting the Srijan Samman award.



When Bangladesh did not have any awards and recognition for communication, we wanted our work to be recognized. We won two Srijan Samman awards in India. TBWA\Benchmark received award in the category of media innovation for GMG and Shark in the year 2007, for Pizza Hut in 2006 and Nandan Mega Shop in 2005.



BenchmarkGroup

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