



# SUBLIME N' SUBTEXT COMMUNICATIONS

#### **OFFLINE FULL SERVICE ADVERTISING AGENCY**



## THE SUBLIME YOU WANT TO DISBURSE

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A JAVED KHAN RUMI PHOTOGRAPHY

Nobody like to read, listen and/or watch ads. People do what interests them. Sometimes it's an ad and many cases, research finds that without interests, just for time passing or crossing eyes/ears.

And advertising refers to creativity with strategy of idea based brands' storytelling.

In 21<sup>st</sup> century, advertising is branding and branding is communication to the customers, a link between marketers and customers through professional advertisers.

Badvertising, Brandvertising, Fartvertising, Greatvertising, Madvertising and/or Wowvertising... all are reality.



## THE SUBTEXT YOU WANT TO DELIVER

A JAVED KHAN RUMI PHOTOGRAPHY

We do Great Brandvertising.

A Brand what actually needs, requires and wants for creating how to aspire, engage and stimulate customers to buy the brand.

Bangladesh as a developing country, the real effective and efficient structure of advertising and communication has been growing everyday and the marketers also have been grabbing these tightly, sometimes... separately from Marketing & Selling, sincerely.

Both "SUBLIME N' SUBTEXT"... SNS are not only for customers based advertising of today's demand but also for future's security of any brands existence and penetration.



### THE SUBLIME YOU WANT TO DECIDE

A JAVED KHAN RUMI PHOTOGRAPHY

### **CONSUMERS (GENERATION WISE) IN BANGLADESH**



## THE SUBTEXT YOU WANT TO DRIVE

A JAVED KHAN RUMI PHOTOGRAPHY



SUBLIME N' SUBTEXT #snscomm #surprisingscenario www.chhabiwala.com/SNS snscomm2030@gmail.com

ANY BRAND DESIRES "THE IDEA" WHICH IS RENDERED FOR CREATING, ACCEPTING AND POPULARIZING THAT PARTICULAR BRAND IN AN UNIQUE PROPOSITION AMONG OR BEYOND OF ITS COMPETITORS IN THE MARKET THROUGH NON-INTEGRATED OR INTEGRATED MARKETING COMMUNICATION TO INCREASE THE SALES AND GENERATE THE BRAND IMAGE.

SNS MEANS "SUBLIME N' SUBTEXT", I.E., THE MOST HAPPINESS & INSPIRATIONAL COMMUNICATION STRATEGY WITH EFFECTIVE & LOGICAL SOLUTION. WE ARE FULL ACCOUNT SERVICE AGENCY IN THE ARENA OF ADVERTISING, ACTIVATION, BRAND STRATEGY, COMMUNICATION, DIRECT MARKETING, EVENT MANAGEMENT, MEDIA, PR, ETC. AS A WHOLE INTEGRATED MARKETING COMMUNICATION IN BOTH ATL & BTL MEDIA WITH 14 PLUS YEARS OF EXPERIENCE OF MANY SUCCESSFUL CAMPAIGNS OF COMMERCIAL/SOCIAL ACCOUNTS OF REPUTED LOCAL AND MNC ORGANIZATIONS.



### **SERVICES**



## **SERVICES – UNFOLD**

Brand Logo Create/Design	Brand Manual with Architecture	Brand Strategy	Brand Communication	Creative (any)
Design/Print (any)	TVC	AV (any)	Activation (any)	Event (any)
PR	Direct Marketing	Outdoor	Merchandizing	TV & Cinema
Radio	Celebrity Endorsement & Management	GUINNESS World Record Management	Local & International Media & PR	Annual Report, Brochure & Corporate Book

## THE SUBLIME YOU WANT TO DEVELOP

### ENGAGEMENT

We partner with clients to establish the strategic foundation for a

### dynamic brand experience

### meaningfully connect brands to audiences

in a sea of competing media.



## sharp focus, a path for growth & great creative potential

Our process translates **business goals** into a **strategic brand platform** that provides

### ENRICHMENT





## THE SUBTEXT YOU WANT TO DELEGA

#### PORTFOLIO – BRAND LOGO & ARCHITECTURE (2013 – 2017)



#### PORTFOLIO – BRAND LOGO & ARCHITECTURE (2012 – 2018)



#### PORTFOLIO – BRAND LOGO & ARCHITECTURE (2010 – 2014)



#### PORTFOLIO – ATL & BTL VARIOUS COLLATERAL (2006 – 2009)

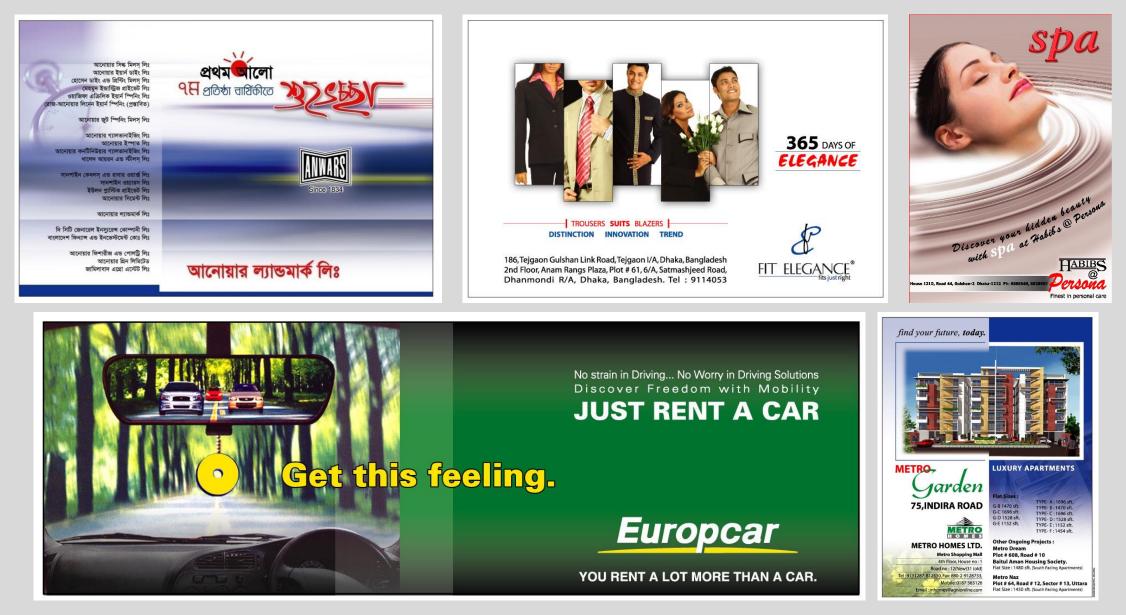


#### PORTFOLIO – BTL VARIOUS COLLATERAL (2007 – 2008)

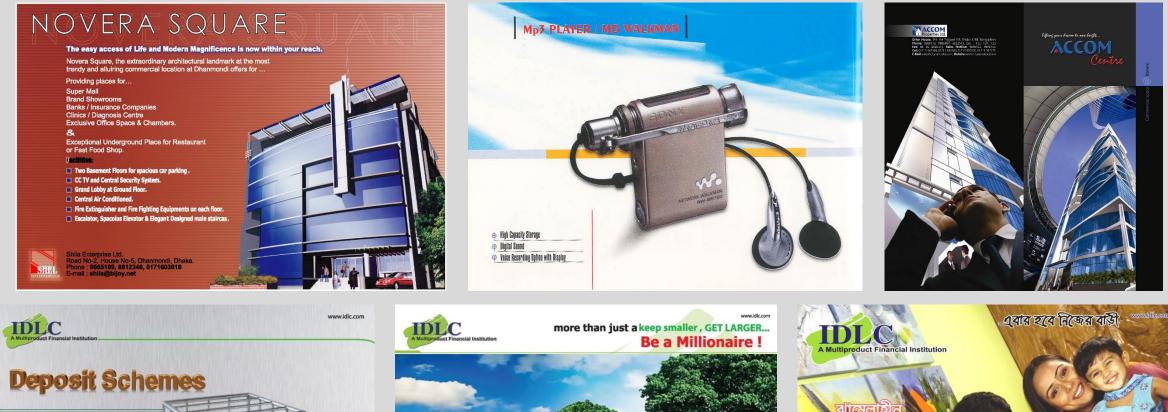




#### PORTFOLIO – ATL & BTL VARIOUS COLLATERAL (2007 – 2008)



### PORTFOLIO – ATL & BTL VARIOUS COLLATERAL (2007 – 2008)



Cumulative Term Deposit

Annual Profit Term Deposit

Monthly / Quarterly Earner Deposit

Double Money Deposit

Triple Money Deposit

Millionaire Scheme your best choice







#### PORTFOLIO – BTL VARIOUS COLLATERAL (2007 – 2010)



#### PORTFOLIO – ATL & BTL VARIOUS COLLATERAL (2008 – 2014)



গুটি : ৮২, ব্রক ঃ জে, প্রপতী সরণী, বরিষারা, ঢাকা ১২১২ মোবাইল ঃ +৮৮ ০১৯২৬ ৬৮০৮০২

### PORTFOLIO – ATL & BTL VARIOUS COLLATERAL (2008 – 2010)



#### PORTFOLIO – ATL & BTL VARIOUS COLLATERAL (2011 – 2014)



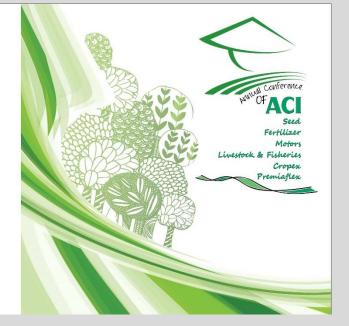
#### PORTFOLIO – ATL & BTL VARIOUS COLLATERAL (2010 – 2014)





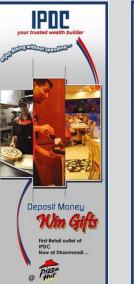


ACI Centre 245, Tejgaon Industrial Area, Dhaka 1208, Bangladesh. Tel:+ 88-02-9885694, Email: sectoedab@aci-bd.com www.aci-bd.com

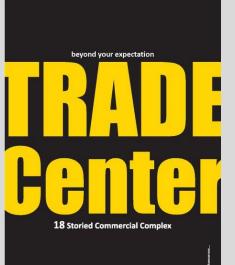












#### PORTFOLIO – ATL & BTL VARIOUS COLLATERAL (2011 – 2012)



#### PORTFOLIO – ATL & BTL VARIOUS COLLATERAL (2011 – 2012)



#### PORTFOLIO – ATL & BTL VARIOUS COLLATERAL (2010 - 2012)



### PORTFOLIO – ATL & BTL VARIOUS COLLATERAL (2009 – 2013)







#### PORTFOLIO – REBRANDING ATL & BTL VARIOUS COLLATERAL (2012)



### PORTFOLIO – NEW BRANDING ATL & BTL VARIOUS COLLATERAL (2013)



#### PORTFOLIO – NEW BRANDING ATL & BTL VARIOUS COLLATERAL (2013)









#### **PORTFOLIO – BTL VARIOUS COLLATERAL (2014)**



#### PORTFOLIO – ATL & BTL VARIOUS COLLATERAL (2013 - 2015)



#### **PORTFOLIO – BTL VARIOUS COLLATERAL (2014)**



#### PORTFOLIO – ATL & BTL VARIOUS COLLATERAL (2014)



## PORTFOLIO – ATL & BTL VARIOUS COLLATERAL (2013 – 2014)



### PORTFOLIO – REBRANDING ATL & BTL VARIOUS COLLATERAL (2014 – 2015)



#### **PORTFOLIO – REBRANDING BTL VARIOUS COLLATERAL (2016)**



#### **PORTFOLIO – BTL VARIOUS COLLATERAL (2016)**



#### **PORTFOLIO – BTL VARIOUS COLLATERAL (2016)**



# PORTFOLIO – REBRANDING ATL & BTL VARIOUS COLLATERAL (2017)

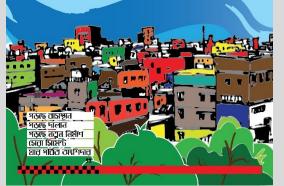
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# **PORTFOLIO – REBRANDING ATL & BTL VARIOUS COLLATERAL (2017)**



Melodious Relationsh



# **PORTFOLIO – BTL VARIOUS COLLATERAL (2017)**











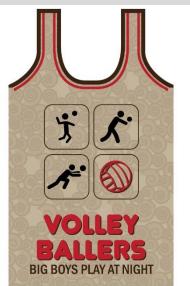
**SHΛΡΤΛΚ** 

GRIHAYAN









#### **PORTFOLIO – BTL VARIOUS COLLATERAL (2017)**



#### **PORTFOLIO – NEW BRANDING BTL VARIOUS COLLATERAL (2018)**



# PORTFOLIO – BTL VARIOUS COLLATERAL (2018)



#### PORTFOLIO – ATM BRANDING – INTERIOR DESIGN (2012 – 2017)



# PORTFOLIO – EVENT MANAGEMENT (2007 – 2013)



# PORTFOLIO – EVENT MANAGEMENT (2009 – 2017)



1<sup>ST</sup> AWARD WINNING



1<sup>ST</sup> AWARD WINNING









#### PORTFOLIO – EVENT MANAGEMENT (2013 – 2018)



#### PORTFOLIO – FEW AV, MUSIC VIDEO, OVC, PSA & TVC (2006 – 2019)



Brick Story | Docu | OVC | Shah Cement



দুধভাত | Short Fiction | OVC | Seven Horse Cement |



Water Pump | TVC | ACI Motors |



ACI REAPER | TVC | ACI Motors | Javed Khan Rumi



Contest | AV | ACI Limited | Agri Entrepreneur Contest |...



Offer | 2D Animation | OVC | Amber IT |



Re-branding | 2D Animation | Event | Shaptak Grihayan |...



Re-branding | 2D Animation | OVC | Seven Horse Cement ...



Launching | AV | Event | NRB Commercial Bank |



Child Welfare | TVC (PSA) | 40 Sec | Islamic Relief BD |...



RFL Exclusive Showroom | TVC | 50 Sec | RFL Plastics |...



Re-branding | TVC | 20 Sec | Golden Life Insurance |

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RFL Multipurpose Mug | TVC | 50 Sec | RFL Plastics | Jav...



Free Clip Offer | Today Milk | TVC | 40 Sec | MH Group |...

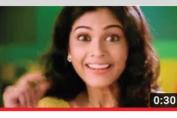


Launch | Today Chaal | TVC | 30 Sec | MH Group | Javed...

#### PORTFOLIO – FEW AV, MUSIC VIDEO, OVC, PSA & TVC (2006 – 2019)



Launch | Today Tea | TVC | 60 Sec | MH Group |



Macaroni | Kolson | TVC | 30 Sec | Sajeeb Group |



Election | TVC (PSA) | 40 Sec | Transparency International...



Moyna Go | Teaser | Habib Wahid | Bangla Link |



Alauddin Tower | TVC | 40 Sec | Tropical Homes Ltd. |...



Aqua | Music Video | Momotaz | ACI Limited | ACI ...



Momotaz | ACI Limited | ACI ...



আগামীর ফসল (Aagamir Fashal) | Short Docu Fiction ...



Corporate | AV | ACI Agribusiness | ACI Limited | ...

# **THANK YOU**

