

16 July 2009

HSBC GLOBAL BRAND CAMPAIGN LAUNCHED IN BANGLADESH



HSBC in Bangladesh has launched its new brand campaign “Different Points of Value” through a set of new creative advertisements, a brand-thematic TV drama, music album by Arnob, and an SMS contest. This is a truly 360o campaign - encompassing web, SMS, direct marketing, touch point activation, TV drama, music album by Arnob, advertising and public relations.

As part of this new brand campaign, HSBC has produced a two-episode drama titled “Eka othoba koyekjon”, directed by Afsana Mimi, capturing the essence of the campaign – value conflict. The first episode of the drama is scheduled to be aired on ETV on the 24th of July at 9:30 pm and the second episode on the 31st of July at 9:30 pm.

At the end of the first episode, on the 24th of July, the audience will have to decide what Munia should do and how the drama will conclude. Viewers will have to send an SMS to 6969 with their choice of ending – either “Tradition” or “Identity” by 28 July 2009. The second episode, based on audience choice, will be aired on 31 July 2009 at 9:30 pm only on ETV.

The launch programme for this campaign took place on 16 July 2009, with HSBC Bangladesh CEO Mr Sanjay Prakash formally revealing the new creative advertisements and the campaign details. The Bank’s Marketing & Communications Head Mr Mustafizur R Khan presented the campaign’s background spirit on the occasion. Musical bands Bangla and Nemesis, and singer Nazia also performed in the programme.