

HSBC BANGLADESH WINS COMMWARD 2009



HSBC in Bangladesh's "400 years of Dhaka" campaign has won the Commward 2009 in the PR category. The award was officially announced at a program held by Bangladesh Brand Forum recently.

For the first time in Bangladesh, the creativity and genius that lies behind effective communication in advertising was recognized and rewarded by Brand forum, an organization upholding the value of brand in the country.

HSBC Bangladesh won the award in the Public relations category for the Bank's "400 years of Dhaka" campaign. The campaign focused on recognizing Dhaka's grand anniversary and HSBC's wish to be the first bank to celebrate the anniversary and position us as a bank that understands, appreciates, and celebrates the local culture.

The objective was to create awareness of the 400 years of Dhaka anniversary and create a link between the world's local bank and the local celebrations through a 360 campaign footprint. Associating with a noble cause/celebration and reaching the bigger ground with a bigger promise. Also it gave the brand a differentiated image from the competitors.

The campaign used a variety of medium to promote including a Theatre Play, a Photography Exhibition, Publishing a historical Map of Dhaka as well as a Loan Campaign celebrating 400 years which was branded in local newspapers and ATM.

HSBC received a huge response from the its customers and press coverage was enormous.

The campaign was jointly designed and executed by HSBC in Bangladesh and Asiatic Communications, a member firm of JWT.