DEPARTMENT OF MEDIA STUDIES AND JOURNALISM

Internship Report

Ahmed Mahin

201012028

Fall 2025

MSJ4298: Internship

Submission Date : 17 December, 2025

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Student Details

Name	Ahmed Mahin
ID	201012028
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	Sustainable Development Studies
Career Objectives	To advance as a strategic communications professional at the intersection of research-led PR, sustainability communication, and documentary storytelling. I aim to develop evidence-based, human-centered narratives that translate complex social and climate issues into credible, impact-driven communication aligned with organizational goals and the Sustainable Development Goals (SDGs). My long-term objective is to contribute to purpose-driven institutions where communication functions as a strategic tool for advocacy, stakeholder trust, and sustainable social impact.

Internship Details

Host Organization	BenchmarkPR House 9 (3rd floor), Road 16, Gulshan 1, Dhaka 1212, Bangladesh
My Working Session	PR/Communications Intern
Supervisor	Farhin Jahan, HR & Communication Officer
Designation	Intern
Start Date	Jul 17, 2025
End Date	September 18, 2025
Hours Per Week	45+
Total Working Period	12 weeks

Acknowledgement

I arrived at ULAB as a boy with a camera and a quiet dream to become a storyteller who could create meaningful impact through communication. Over the years, that dream was gently shaped by countless people, moments, and lessons, both personal and academic. I carry deep respect and gratitude for every kind heart and guiding spirit that accompanied me along this journey. As my chapter at the University of Liberal Arts Bangladesh comes to a close, I find myself filled with emotion and appreciation for everyone who walked beside me on this long, winding path.

I am sincerely grateful to BenchmarkPR, whose rigorous and demanding work culture helped me translate my passion into purpose. It was there that my understanding of Public Relations expanded beyond profession into practice bridging organizations with life. Working at BenchmarkPR was not merely a job; it was a transformative experience that allowed my love for visual storytelling, social justice, impactful initiatives and ideas to meaningfully intersect with strategic communication. I am especially thankful to the mentors and colleagues who trusted me with responsibility, challenged my assumptions, and encouraged me to grow through learning, reflection, and resilience.

My heartfelt thanks go to the Media Studies and Journalism department at ULAB and to all the faculty members who believed in my potential. Your classrooms were spaces of inquiry and creativity, and every discussion, critique, and challenge enriched my thinking and shaped who I am today.

To my fellow students, collaborators, and friends, thank you for your companionship and shared spirit. Every deadline, film screening, group project, and quiet coffee break became part of a collective memory I will always hold close.

Above all, I owe everything to my family. I thank Almighty Allah for His guidance and grace. To my father, Ahmed Mehedi Firoz, whose strength grounded me; to my mother, Shahnaz Pervin, whose prayers and wisdom protected and guided me; and to my brother, Ahmed Aryan Shreyo, whose presence has been a constant source of encouragement, you are my foundation, my constant.

With deep gratitude,

Ahmed Mahin

MSJ401

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.

2. I acknowledge and understand that plagiarism is wrong.

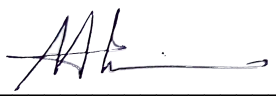
3. I understand that my research must be accurately referenced.

4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.

5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: Ahmed Mahin

ULAB ID: 201012028

Signature 

MSJ042

INTERNSHIP REPORT APPROVAL FORM

Student Name: Ahmed Mahin ID No: 201012028

Major: Public Relations Year: 2025

Local Phone: +88001722276515 email: ahmed.mahin.msj@ulab.edu.bd

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INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: BenchmarkPR

Internship /Project Report

Semester (Tick one): □ Spring 2025 □ Summer 2025 ✓ Fall 2025

Advisor APPROVAL

(Please place a Tick)

□ Approved □ Not Approved □ Partial Re-write □ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite):

Signature: _____ Date: _____

Name: Syeda Sadia Mehjabin Title: Senior Lecturer

E-mail: sadia.mehjabin@ulab.edu.bd Phone: +8801713008008

Introduction

Internships function as a critical transition point between academic grounding and professional practice, enabling students to contextualize theoretical knowledge within real-world organizational settings. As a student of Media Studies and Journalism at the University of Liberal Arts Bangladesh (ULAB), I completed my internship at BenchmarkPR, a leading strategic communications and public relations consultancy operating at the intersection of corporate reputation, sustainability, and social impact.

BenchmarkPR is widely recognized for its research-driven, insight-led approach to public relations, supporting national and multinational organizations in navigating complex communication landscapes. The firm's emphasis on credibility, stakeholder trust, and long-term reputation management made it an intellectually rigorous and professionally formative environment. My internship provided direct exposure to the operational realities of strategic PR, where communication functions not merely as messaging but as a core driver of organizational value and public engagement.

During my internship, I worked across multiple verticals, including media relations, content development, campaign support, and communication research. My responsibilities involved assisting in the drafting of press releases and media pitches, supporting digital and narrative content development, monitoring media coverage, and contributing to issue-based research and reputation intelligence. I also supported event coordination, stakeholder communication planning, and the documentation of campaign outcomes and impact narratives.

This experience allowed me to apply academic learning in a fast-paced, multi-client environment while developing a practical understanding of how public relations operates within corporate, development, and sustainability-focused contexts. It strengthened my skills in strategic writing, media analysis, and stakeholder engagement, while also deepening my appreciation for ethical, evidence-based communication.

This report outlines the scope of my internship at BenchmarkPR, the tasks and projects I contributed to, and the professional insights I gained throughout the process. It reflects my growth as a communications professional and highlights how strategic public relations can play a meaningful role in shaping public discourse, strengthening institutional credibility, and advancing socially responsible narratives

Expectations and Objectives

As a student of Media Studies and Journalism with a growing focus on strategic communication, public relations, and narrative building, I entered my internship at BenchmarkPR with a clear intent to translate academic learning into applied professional practice. BenchmarkPR's research-led approach to reputation management, sustainability communication, and issue-based advocacy closely aligned with my aspiration to work at the intersection of communication, social impact, and public trust.

Before beginning the internship, I aimed to:

- Understand how strategic public relations functions within multi sector and multi-stakeholder environments
- Learn how research, media intelligence, and narrative framing inform effective communication strategies
- Develop professional competencies in writing, media relations, and campaign support

Throughout the internship period, my key objectives included:

- Applying theoretical frameworks from my university coursework to real-time communication challenges
- Supporting the development of press materials, media pitches, and digital narratives aligned with client objectives
- Gaining hands-on experience in media monitoring, reputation analysis, and stakeholder engagement

By setting these objectives, I sought to build a strong foundation for a future career in strategic and development oriented communication, where public relations operates as a tool for credibility, advocacy, and long-term impact. My experience at BenchmarkPR not only supported these goals but also encouraged me to think critically about the ethical responsibilities, precision, and accountability required in shaping public discourse through professional communication.

Host Organization

Benchmark PR stands among Bangladesh's leading public relations and communications consultancies, distinguished by its strategic rigor, creative intelligence, and research-driven approach to storytelling. The firm has built a strong reputation for delivering integrated communication solutions that strengthen brand equity, manage reputation, and foster meaningful stakeholder engagement across diverse sectors, including corporate, FMCG, pharmaceuticals, technology, and development.

Under the visionary leadership of its CEO, Mr. Ashraf Kaiser, Benchmark PR has evolved into a dynamic ecosystem where ideas are not only conceived but carefully shaped into high-impact campaigns that influence public perception and inform public discourse. The agency's strength lies in its ability to seamlessly integrate traditional public relations practices with contemporary digital strategies, ensuring relevance, credibility, and adaptability within an ever-evolving media landscape.

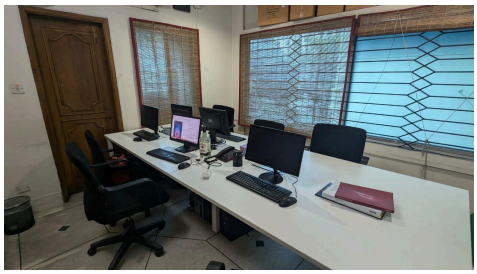
For me, Benchmark PR offered an intellectually stimulating and professionally demanding environment, one that enabled direct exposure to multi sector projects, real time client engagement, and strategic communication workflows. The experience allowed me to develop as both a communication professional and a creative thinker, while gaining practical insight into how thoughtful, evidence-based storytelling can drive sustainable impact and long-term trust.

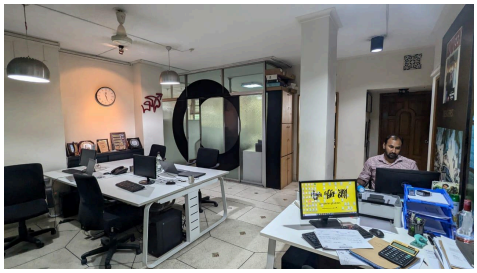
Workplace Environment at Benchmark PR

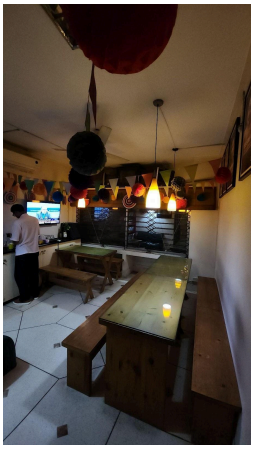
The workplace environment at Benchmark PR is both dynamic and professionally enriching, fostering a culture where strategic discipline and creative thinking operate in tandem. The organizational ethos emphasizes collaboration, with team members from diverse professional backgrounds working closely to exchange insights, refine ideas, and deliver cohesive communication strategies. Given the nature of public relations, the work environment is fast-paced and deadline-driven, requiring agility and responsiveness to evolving client needs and media developments. Despite this intensity, the culture remains structured and supportive, prioritizing learning, accountability, and professional growth.

While the team routinely operates under high-pressure conditions, particularly during client crises, the collective approach to problem-solving stands out. Colleagues maintain a calm, coordinated, and solution-oriented mindset, working collaboratively to manage challenges effectively. This strong sense of teamwork, coupled with a collegial and approachable atmosphere, creates a workplace that is both productive and motivating. The balance between operational rigor and supportive collaboration made my internship at Benchmark PR a valuable professional experience, enabling skill development within an environment that encouraged resilience, confidence, and continuous learning.

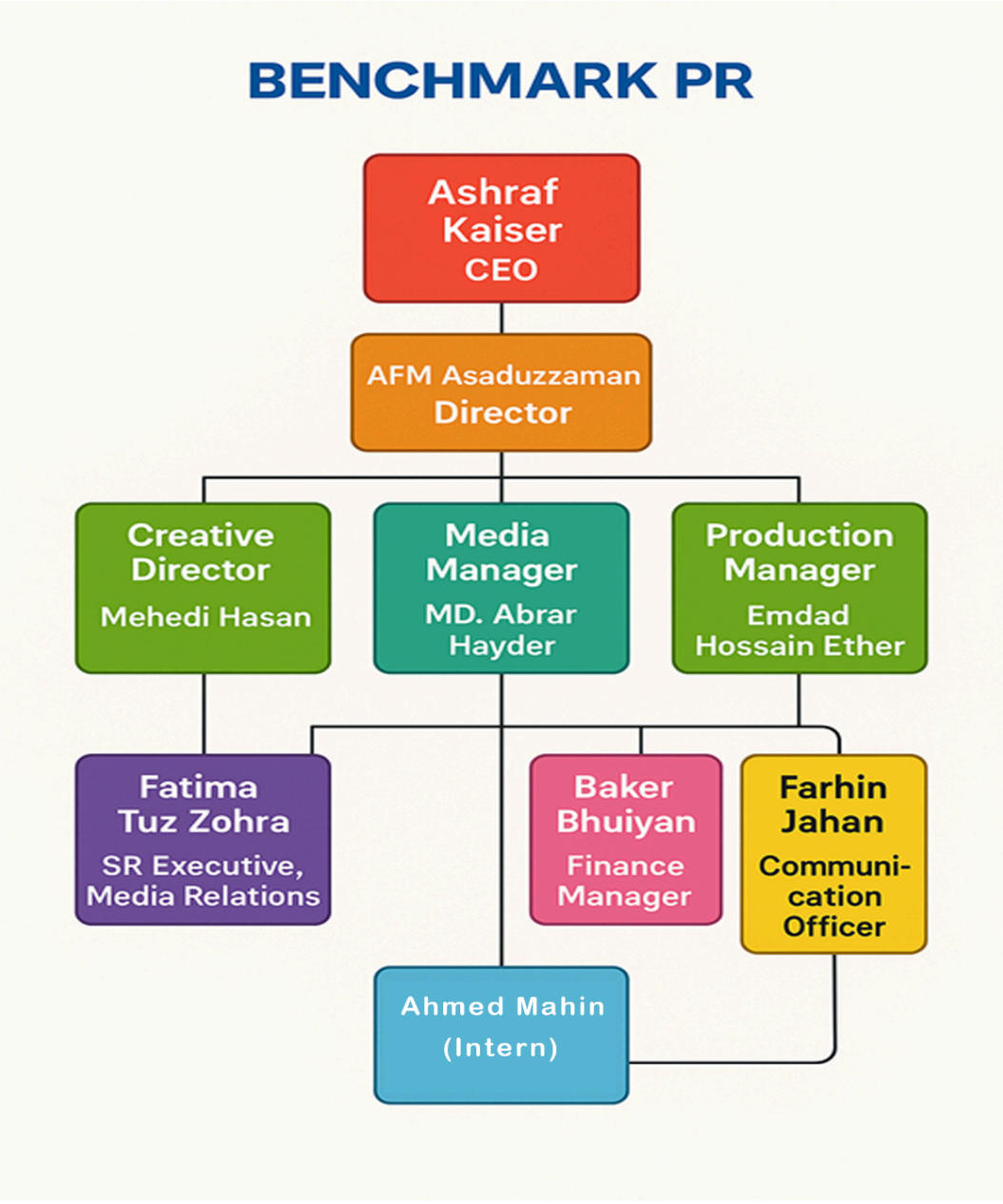








Organisation's Organogram



Tasks and Responsibilities

During my internship at Benchmark PR, alongside my academic commitments, I was engaged in a broad spectrum of creative, strategic, and analytical responsibilities. Balancing professional assignments with academic projects strengthened my time management, adaptability, and ability to contribute effectively across multiple priorities. This integrated exposure enabled me to participate meaningfully in client-facing work while continuing to develop academically.

My key tasks and responsibilities included:

- **Content Development:** Drafting and supporting the development of press releases, speeches, and feature articles for clients such as Coca-Cola Bangladesh, Beximco Pharma, and Burger King, ensuring clarity, audience relevance, and alignment with brand positioning.

- **Campaign Planning and Concept Development:** Assisting in the ideation and structuring of PR campaigns, including preparation of budget outlines, stakeholder and guest lists, media outreach strategies, and engagement concepts for large-scale initiatives such as the FIFA World Cup Trophy Tour.

- **Creative and Visual Support:** Producing supporting materials such as organograms, storyboards, budget spreadsheets, and illustrative visual assets to clearly communicate campaign concepts and workflows.

- **Bilingual Communication Support:** Translating, rewriting, and adapting communication materials between Bangla and English while maintaining cultural sensitivity, tone, and consistency with brand voice.

- **Research and Knowledge Support:** Conducting background research on sustainability, the Sustainable Development Goals (SDGs), and processed food systems, and contributing to the preparation of speeches, reflective documents, and portfolio materials.

- **Media and Influencer Mapping:** Supporting influencer and media engagement initiatives by identifying and mapping relevant journalists, stakeholders, and cultural figures aligned with campaign objectives.

- **Branding and Repositioning Initiatives:** Collaborating on branding and rebranding assignments through the development of taglines, positioning statements, and narrative frameworks for clients in the pharmaceutical and energy sectors.

- **Academic and Presentation Support:** Preparing structured materials for academic vivas and presentations, including potential questions, responses, and simplified reference notes to support clear understanding of complex topics such as research methodology.

- **Professional Collaboration:** Actively participating in internal discussions and contributing to concept notes, proposals, and polished drafts within strict timelines.

- **AI Integration in Communications:** Exploring the application of artificial intelligence in public relations by evaluating tools for content development, campaign analysis, trend identification, and media mapping. I was also encouraged to develop practical proficiency in using AI platforms responsibly and creatively, supported by access to professional tools such as ChatGPT Plus, Gamma, Freepik, and Midjourney provided by the organization.

This combination of professional PR responsibilities, academic engagement, and emerging technology exploration provided a holistic learning experience. It deepened my understanding of client servicing and campaign execution while strengthening my research, creativity, and adaptability. Most importantly, it reinforced the value of technology as an enabler of strategic insight and efficiency, complementing rather than replacing the human judgment, empathy, and relationship-building at the core of effective public relations.

Project Details

No. of projects completed:09

No. of projects published: 07

Project 01: Rebranding Concept for BEXIMCO Pharma

Project Overview

Project Date: Jul 20, 2025
Project End Date: Jul 20, 2025

Following the arrest of Salman F. Rahman and heightened public scrutiny surrounding his political affiliations, BEXIMCO Pharma has encountered reputational challenges, with sections of the public increasingly associating the company with his personal and political identity. This narrative has contributed to growing backlash and misperceptions that risk overshadowing the organization's corporate values, operational independence, and long-standing contributions to the pharmaceutical sector.

In response, Beximco Pharma has identified the need for a comprehensive rebranding initiative encompassing a new brand identity, personality, name, and visual system to clearly reposition the company, recalibrate public perception, and reinforce its distinct institutional identity independent of individual affiliations.

Title: "Navorra: A New Horizon for Ethical Pharma, Powered by the Next Generation"

Beximco Pharmaceuticals, a pioneering Bangladeshi pharmaceutical company with a strong global footprint, faces a reputational crisis due to the public and political controversies surrounding its key figure, Mr. Salman F Rahman. Though the company remains operationally strong, the association with alleged financial misconduct has begun to erode its credibility in competitive, global markets.

This paper outlines a **step-by-step radical rebranding strategy** to detach the company's identity from the political baggage and reposition it as an **independent, ethical, future-oriented pharmaceutical leader**.

This concept paper also proposes the complete **rebranding of BEXIMCO Pharma to "Navorra"**, a name symbolizing **new beginnings and a forward-looking vision**, while actively engaging the very generation that drove the movement for corporate and political accountability.

Core Strategic Objectives:

- **Dissociate** the company from political and legal controversy.
- **Reposition** as an ethical, independent, science-first pharmaceutical leader.
- **Reengage** youth, universities, and Gen Z as future drivers of healthcare and innovation.
- **Rebuild** domestic and international trust through transparency, collaboration, and purpose-driven action.

Rebranding Strategy: Step-by-Step Transformation:



Rebranding the Corporate Identity: Introducing NAVORRA

Action: Transition from *Beximco Pharmaceuticals* to **Navorra Pharmaceuticals**

from “Nava” (new) + “Ora” (horizon).

Why NAVORRA?

- Symbolizes **rebirth**, separation from legacy stigma.
- Builds a **modern, globally relevant brand** that reflects innovation and hope.
- Opens doors in foreign markets and multilateral collaborations previously blocked by political baggage.

1. **Strategic Reasons for Visual Similarity/Continuity:**

   Brand Equity Preservation
   Even if you're detaching from the BEXIMCO name, retaining elements like color palette (blue/green), bold typography, or design symmetry helps preserve customer and investor familiarity.

   Soft Transition
   A radical rebrand that still feels *familiar* eases stakeholder acceptance especially for regulators, distributors, and long-term partners.

   Visual Legacy, New Meaning
   Elements like horizontal stripes (in Beximco's pharma logo) or bold geometric forms can be reinterpreted to align with Navorra’s new values of transparency, ethics, and innovation.

Suggested Visual Links Between Beximco & Navorra:

BEXIMCO PHARMA STYLE	POSSIBLE NAVORRA LINK
Horizontal stripes	Reinterpret as **forward motion lines** or **DNA bands**
Cool-toned blues	Retain base blue, add fresh **turquoise gradient** to signal evolution
Modern bold font	Use a similar **sans-serif, uppercase** but tweak curvature to feel more organic
Minimalism	Keep Navorra's logo **clean and data-forward**

2. Formal Governance Reform

Action: Establish a **fully independent board**, with zero political affiliations. Include international compliance advisors and medical ethics experts.

Why:

- Sends a powerful signal of **professionalization and autonomy**.
- Allows the company to qualify for partnerships, tenders, and regulatory clearances abroad.

3. Gen Z Inclusion Initiative – "FutureRx Bangladesh"

Action: Launch a national Gen Z-focused program under the **Navorra Institute for Next-Gen Health**, featuring:

- University seminars on pharma ethics and innovation.
- Research fellowships for undergraduates and postgraduates.
- Youth-led innovation competitions on drug access and affordability.
- Internship and mentorship pipelines.

Why:

- Gen Z were **the moral catalysts** of this corporate turning point.
- Empowering them positions Navorra as a brand of the **people and the future**.
- Deepens long-term talent development and credibility with civic society.

4. Navorra University Alliance (NUA)

Action: Sign long-term MoUs with top public and private universities in Bangladesh for:

- Joint research facilities.
- Pharmacology and public health workshops.
- Sponsored PhD programs on ethical pharma, access to medicine, and innovation in LDCs.

Why:

- Reinforces Navorra's **knowledge leadership and grassroots credibility**.
- Embeds the company in the nation's academic and intellectual future.

Example

Dhaka University R&D Innovation Hub

- **Partners**: University of Dhaka, Dept. of Pharmacy & Biochemistry
- **Focus**: Co-establish a **joint research lab** to work on bioequivalent generics, low-cost medicines, and clinical trial ethics.
- **Why It Works**: Taps into Dhaka University's prestige and scientific credibility.

Navorra–BRAC University GenZ Public Health Fellowship

- **Partners**: BRAC James P. Grant School of Public Health
- **Focus**: Launch a **year-long fellowship** for top students to research access-to-medicine, affordable healthcare models, and pharma equity in rural Bangladesh.
- **Why It Works**: Reinforces Navorra's commitment to ethical access and social responsibility.

North South University x Navorra PharmaTech Incubator

- **Partners**: NSU Dept. of Electrical Engineering & Computer Science
- **Focus**: Create an incubator for **AI in pharma**, such as drug data modeling, mobile diagnostics, or blockchain in supply chain.
- **Why It Works**: Links Navorra to future tech and digital healthcare.

ULAB–Navorra Transparency in Pharma Lecture Series

- **Partners**: ULAB Department of Media Studies and Journalism
- **Focus**: Host an annual seminar series on **pharma communication ethics**, misinformation in healthcare, and corporate transparency.
- **Why It Works**: Bridges science and media, positions Navorra as a transparent, ethical brand.

BUET–Navorra Sustainable Pharma Packaging Challenge

- **Partners**: BUET Dept. of Chemical Engineering
- **Focus**: Launch an open challenge to design **eco-friendly pharma packaging** or localized cold-chain logistics for remote regions.
- **Why It Works**: Supports climate goals and promotes innovation.

5. Brand Asset Overhaul

Action: Redesign logo, colors, packaging, website, and documentation under the Navorra name.

Why:

- Visually reinforces the shift to a **transparent and progressive entity**.
- Creates market clarity between **old Beximco** and **new Navorra** for partners and patients.

6. Global Reintroduction Campaign — *"New Horizon. Pure Science."*

Action: Deploy a 360° PR and communications campaign across South Asia, Europe, and regulatory markets to reintroduce **Navorra**.

Includes:

- CEO interviews
- Youth ambassador stories
- Transparency audits
- Product innovation showcases

Why:

- Controls narrative in a **highly reputational sector**.
- Establishes thought leadership and **reconnects with international trust networks**.

7. Launch an Open Transparency Portal

Action: Publish all clinical trials, ethical reviews, executive declarations, and third-party audits in a public, searchable portal.

Why:

- Ensures **radical accountability** in the post-crisis era.
- Becomes a benchmark in Bangladeshi private sector transparency.

8. Product Rebranding and Global Certification Expansion

Action: Rename and reposition core pharmaceutical products under **science-based, neutral sub-brands**. Accelerate pursuit of WHO, EMA, and FDA certifications.

Why:

- Clears market and regulatory friction due to past associations.
- Supports entry into new humanitarian and government supply chains.

Conclusion:

Navorra is not just a name. It is a necessary rebirth. It reflects the lessons of crisis, the power of generational accountability, and the belief that even large corporations can evolve into vehicles of purpose, equity, and science. With transparency, youth engagement, and ethical rigor; Navorra will become the benchmark of tomorrow's pharmaceutical industry.

Outcome & Feedback

The Navorra rebranding project strengthened my strategic thinking and confidence in managing complex, reputation-sensitive branding challenges. It enhanced my ability to balance creative direction with cultural, operational, and reputational considerations. The proposed brand identity clearly articulated a shift toward transparency, innovation, and people-centric healthcare. Feedback during internal reviews emphasized the clarity of the strategy, the strength of the naming rationale, and the research-led approach, recognizing the work as a coherent and credible rebranding proposal.

Challenges

The rebranding of Beximco Pharma into Navorra involved several strategic and contextual challenges:

- Rebuilding public trust while distancing the brand from past political associations and reputational risk.
- Balancing an innovation-led brand identity with affordability and accessibility for rural and underserved populations.
- Integrating sustainability ambitions within the financial and regulatory constraints of Bangladesh's pharmaceutical sector.
- Positioning the brand to resonate with both local stakeholders and international audiences without inconsistency.
- Developing a culturally grounded visual identity that avoids perceptions of over-Westernization.
- Communicating Navorra's transformation as a substantive shift rather than a cosmetic rebrand.

Key Gaps and Mistakes

- Insufficient early consideration of logo production and printing costs, affecting scalability across existing product lines.
- Overextension of brand commitments (innovation, sustainability, transparency, access) without clear prioritization.
- Underestimating the depth and timeline required for reputational recovery through transparency alone.
- Naming decisions initially driven by personal preference rather than public pronunciation and familiarity.

- Limited early assessment of financial and regulatory barriers to implementing green initiatives.

Key Learnings

- People-centric branding: Effective healthcare communication must be simple, human, and trust-driven from the public's perspective.

- AI-enabled professionalism: AI supported the translation of creative ideas into structured, industry-ready proposals.

- Collaborative ideation: Using AI as a brainstorming partner accelerated refinement and exploration of strategic options.

- Sensory-led naming: Phonetics, visual balance, and cultural resonance are critical in building brand trust and recall.

- Strategic insight into big pharma: Branding decisions are shaped by ethics, reputation, sustainability, and public trust not science alone.

- Future-ready skills: Evaluating and applying AI tools strengthened my adaptability and strategic efficiency in modern PR workflows.

Project 02: Speech at Dhaka University and OP-Ed for COO of Beximco in Prothom Alo and Daily Star

Start Date: July 20, 2025
End Date: July 20, 2025

Mr. Rabbur Reza, Chief Operating Officer of Beximco Pharmaceuticals, is scheduled to deliver a keynote address on the role of Active Pharmaceutical Ingredients (API) in advancing the pharmaceutical industry. In support of this engagement, a professionally developed speech script and a complementary op-ed article are required for publication in both English and Bangla newspapers, aligned with industry priorities and policy discourse.

Tasks and Responsibilities

- Conducted in-depth research on **Active Pharmaceutical Ingredients (API)** and their strategic importance in strengthening the pharmaceutical industry, with a focus on local manufacturing capacity, supply-chain resilience, and long-term sectoral growth.

- Developed a **conceptual speech script** on the role of API for **Mr. Rabbur Reza**, tailored specifically for an academic audience at the **University of Dhaka (DU)**, ensuring clarity, policy relevance, and alignment with industry academia discourse.

- Authored a **thought-leadership op-ed** on API development and its implications for Bangladesh's pharmaceutical sector, adapted for publication in both **The Daily Star** and **Prothom Alo**, with language, tone, and framing customized for English- and Bangla-speaking readerships.

“Redefining Tomorrow’s Pharmacy: Our Role, Our Responsibility”
By Rabbur Reza, CEO, Beximco Pharmaceuticals Ltd.

Assalamu Alaikum,
Respected Faculty Members, Esteemed Guests, and Most Importantly the Future of Bangladesh sitting right here in front of me,

I am deeply honored to be standing on the campus of Dhaka University, a place that has shaped minds, challenged systems, and birthed revolutions. Being here isn’t just another item on my calendar. It’s a moment to connect with the most promising generation our country has ever seen **you**.

Let’s Talk About Pharmaceuticals — and Let’s Be Honest

Pharmaceuticals aren’t exactly the first thing students dream about these days, are they?

Some of you want to launch startups, some want to change the world with AI, others want to write the next viral op-ed. I get that. Pharma isn’t sexy. It’s not flashy. But let me tell you this:

Pharmaceuticals may not be trending — but they are transforming.

We’re not just talking about making tablets and exporting generics anymore. We're talking about building a **self-sufficient, ethical, and technologically advanced healthcare future** right here, from Bangladesh.

The Price of Medicine - It’s More Than Just Numbers

Medicine should never be a luxury. It's right. But let’s be real developing countries like ours face real constraints:

- Raw material dependency
- Currency devaluation
- Import duty volatility
- Outdated pricing policies

At Beximco, we’ve worked hard to maintain affordability, often at the cost of margins. But we can’t do it alone. We need better policy. We need digital supply chains. And we need **young innovators like you** to question:

“How can we make medicine both accessible and sustainable?”

LDC Graduation: A Moment of Pride — and Pressure

We are graduating from the Least Developed Country status. That's a victory, no doubt. But with it comes a price.

- No more TRIPS waiver for patented drugs.
- Regulatory demands will rise.
- Competitiveness will tighten.

This is not a time to panic, it's a time to **prepare**.
And we are. We've begun investing in our **API manufacturing facilities**, digital compliance infrastructure, and R&D to stay ahead.

But that's not enough.
We need **scientists**, **policymakers**, **coders**, and **communicators** — and many of them will come from the classrooms you sit in today.

API Futurization — Bangladesh Must Lead

Right now, we import nearly 90% of our APIs. That's dangerous.
Supply chain shocks like the COVID-19 pandemic exposed how fragile our system is.

We must shift.

- Build **bioequivalent API labs**.
- Fund **green chemistry** initiatives.
- Forge **regional API alliances**.

At Beximco, we are already working on API independence not just for our benefit, but for **Bangladesh's pharmaceutical sovereignty**.

Your Role in This Industry: Bigger Than You Think

To the students of pharmacy, biochemistry, economics, journalism, yes, you too I say this:

You can:

- Develop a breakthrough cancer molecule
- Launch a transparent e-health platform

- Design ethical pharma PR strategy
- Advocate for drug pricing reforms in Parliament

You can lead, you can innovate, and yes you can disrupt.

But what I ask you today is to **believe**.
Believe that Bangladesh doesn't have to follow it.

And Let Me Be Bold About This

Yes, our industry is facing questions. About pricing. About politics. About ethics.
But don't walk away because the picture looks messy. Lean in.

Real change is made not by walking away from broken systems but by staying, shaping, and rebuilding them. Let's Build a New Generation of Ethical, Bold Pharma Leaders

Beximco may not be perfect, no company is. But we are evolving.
We are investing.
And we are listening.

If you are ready to:

- Think beyond just pills and patents
- Blend science with ethics
- Build systems, not just products

Then there is space for you not just in this industry, but in **this mission**.

Bangladesh doesn't need a pharmaceutical future written by others.
We must write our own.

And I hope I truly hope that when that story is told, it includes your names, your ideas, and your courage.

Thank you.
Stay curious. Stay committed. And never stop questioning.

ঔষধশিল্পের ভবিষ্যৎ গড়তে হলে বদল আনতেই হবে

রাব্বুর রেজা
প্রধান নির্বাহী কর্মকর্তা, বেক্সিমকো ফার্মাসিউটিক্যালস লিমিটেড

স্বাস্থ্য নিয়ে মানুষের দুশ্চিন্তা কোনো নতুন ব্যাপার নয়। কিন্তু এই সময়ে এসে যখন বাংলাদেশ এলডিসি (স্বল্পোন্নত দেশ) থেকে উত্তরণের দ্বারপ্রান্তে, তখন এই চিন্তা আরও বাস্তব হয়ে উঠেছে আমরা কি নিজের পায়ে দাঁড়িয়ে আমাদের ওষুধশিল্পকে সামনে এগিয়ে নিতে পারব?

আমরা একসময় প্রায় সব ওষুধই বিদেশ থেকে আমদানি করতাম। অথচ এখন বাংলাদেশ বিশ্বের ১৫০টিরও বেশি দেশে ওষুধ রপ্তানি করে। এই অর্জন নিঃসন্দেহে গর্বের। কিন্তু এলডিসি সুবিধা থেকে বেরিয়ে আসার পর আমাদের জন্য চ্যালেঞ্জের সংখ্যাও বাড়বে। আমাদের প্রস্তুতি এখনই শুরু না করলে এই সাফল্য ধরে রাখা কঠিন হয়ে যাবে।

বাংলাদেশে ওষুধের দাম তুলনামূলকভাবে অনেক কম। এর পেছনে রয়েছে TRIPS ছাড়, সরকারপ্রদত্ত মূল্যনিয়ন্ত্রণ, এবং উৎপাদন দক্ষতা।
কিন্তু বিশ্বব্যাপী কাঁচামালের দাম বাড়ছে, বৈদেশিক মুদ্রার চাপ বাড়ছে, আবার API-এর প্রায় সবই আমদানি করতে হয়। এই পরিস্থিতিতে ওষুধের দাম না বাড়িয়ে টেকসইভাবে উৎপাদন করা প্রায় অসম্ভব হয়ে দাঁড়াচ্ছে।

সরকারি পর্যায়ে যে মূল্যনিয়ন্ত্রণ আছে, তা সময়োপযোগী হালনাগাদ না হলে অনেক প্রতিষ্ঠানেই নতুন উদ্ভাবন বা মানসম্পন্ন উৎপাদনে উৎসাহ হারাবে। ফলে দীর্ঘমেয়াদে রোগীরাও ক্ষতিগ্রস্ত হবেন।

২০২6 সালে আমরা LDC সুবিধা হারাব। তখন TRIPS ছাড় থাকবে না, ফলে ওষুধ তৈরির পেটেন্ট সংক্রান্ত নিয়মকানুন মেনে চলতে হবে। এই বাস্তবতায় বাংলাদেশি কোম্পানিগুলোর জন্য বিশ্ববাজারে প্রতিযোগিতা আরও কঠিন হয়ে যাবে।

যদি এখনই গবেষণা, গুণগত মান নিয়ন্ত্রণ, এবং পেটেন্ট আইন সম্পর্কে প্রস্তুতি না নেই, তাহলে উন্নত দেশ প্রাপ্তী আমাদের জন্য আশীর্বাদ নয়, উল্টো বাধা হয়ে দাঁড়াতে পারে।

বাংলাদেশের ওষুধশিল্প এখনো প্রায় ৮৫% API আমদানিনির্ভর। এটা শুধু ব্যবসায়িক ঝুঁকি নয়, জাতীয় নিরাপত্তার প্রশ্নও।

যদি কোনো বৈশ্বিক সংকট হয়, যেমন কোভিডের সময় হয়েছিল, তখন বিদেশ থেকে কাঁচামাল পাওয়া বন্ধ হয়ে গেলেই আমাদের ওষুধের উৎপাদন থেমে যাবে। এ ধরনের পরিস্থিতি ঠেকাতে হলে নিজেদের API উৎপাদনের সক্ষমতা বাড়ানো এখন সবচেয়ে গুরুত্বপূর্ণ কাজ।

সরকারের উদ্যোগে মুনশিগঞ্জে API পার্ক তৈরি হচ্ছে — এটি ভালো খবর। কিন্তু বাস্তবায়নে গতি না থাকলে এর সুফল পাওয়া যাবে না। বেসরকারি খাত, বিশ্ববিদ্যালয় এবং সরকারের সমন্বিত চেষ্টাই একমাত্র সমাধান।

আমরা এখন এক সন্ধিক্ষণে দাঁড়িয়ে আছি। একদিকে বিশ্ববাজার, অন্যদিকে দেশের জনগণের স্বাস্থ্য। এই দুইয়ের ভারসাম্য রক্ষা করতে হলে দরকার:

- স্বচ্ছ ও উপাত্তনির্ভর মূল্য নির্ধারণ
- API উৎপাদনে সরকারি-বেসরকারি বিনিয়োগ
- বিশ্ববিদ্যালয়ের সঙ্গে যৌথ গবেষণা
- TRIPS-পোস্ট রোডম্যাপ
- তরুণদের অংশগ্রহণ নিশ্চিত করা

আমরা যদি এখনই না বদলাই, তাহলে পরিস্থিতি আমাদের বদলে দেবে। এখন সিদ্ধান্ত নেওয়ার সময় আমরা কি কেবল বর্তমান চালাতে চাই, নাকি ভবিষ্যতের জন্য বিনিয়োগ করব?

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প্রধান নির্বাহী কর্মকর্তা,
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Op-Ed for *The Daily Star*

Title: "The Future of Pharmaceuticals Lies in Our Own Hands"

By Rabbur Reza, CEO, Beximco Pharmaceuticals Ltd.

As Bangladesh stands on the brink of graduating from Least Developed Country (LDC) status, it is time we confront some uncomfortable but necessary questions. Among them: **Are we ready to own our pharmaceutical future?**

For decades, Bangladesh has proudly emerged as a regional powerhouse in the production and export of generic medicines supplying affordable drugs not only to its own people, but to over 150 countries worldwide. This is a national success story rooted in policy foresight and manufacturing excellence. But the landscape is shifting, and fast.

Bangladesh has long been praised for the affordability of its medicines. This has been possible due to the **TRIPS waiver**, preferential policies, and relatively low production costs. But affordability must be sustainable.

Today, our industry faces rising raw material costs, inflation, import dependency for Active Pharmaceutical Ingredients (APIs), and a complex global supply chain. Meanwhile, price caps and outdated pricing formulas are limiting innovation and expansion.

We must update our policies to reflect economic realities without compromising access for patients. A transparent, data-driven pricing model that rewards efficiency and supports patient affordability is the way forward.

LDC graduation is a proud milestone for Bangladesh. It affirms our economic maturity, but it also comes with the loss of **critical TRIPS waivers** that allowed us to produce patented drugs without infringement.

Post-2026, we will face new challenges:

- Heightened global competition
- Tighter regulatory compliance
- Intellectual property restrictions

The only way to survive and lead is to evolve.
Beximco and others are already investing in R&D, quality assurance, and global regulatory readiness. But public-private collaboration is crucial. The time to prepare is not 2026. The time is now.

Here is the blunt truth: **Bangladesh imports over 85% of its APIs, the** raw materials needed to produce finished medicines.

This dependency makes us vulnerable to geopolitical shocks, price fluctuations, and pandemic-like disruptions. We cannot afford such fragility in the long term.

The government's formulation of the **API Industrial Park in Munshiganj** is a welcome move, but it needs acceleration and deep collaboration with academia and local innovators. Beximco has taken early steps in API manufacturing, but this must become an industry-wide mission not an exception.

A quiet but powerful revolution is underway not in boardrooms, but in campuses. Across Bangladesh, **Gen Z students are demanding accountability, innovation, and impact.**

They were the first to raise questions about governance. Now, they must be the ones to help us answer:

- How can we build ethical pharma ecosystems?
- How can we integrate AI and data into public health delivery?
- How can Bangladesh lead in biosimilars, green chemistry, and affordable innovation?

I urge our university students from Pharmacy, Biotech, Public Health, to Business and Journalism to step into this industry not as job-seekers, but as changemakers.

Bangladesh's pharmaceutical industry needs more than success stories. It needs a unified **national strategy** that focuses on:

- **Domestic API self-reliance**
- **Post-LDC regulatory transition**
- **R&D tax incentives**
- **Skills pipeline between universities and companies**
- **Digital transformation and ethical compliance**

This is how we future-proof an industry that touches every home, every hospital, every life.

The future of pharma is not a question for tomorrow, it's a challenge for today.

At Beximco, we are proud of our legacy. But we are also painfully aware that legacy means nothing without the courage to evolve. As we rebuild and reposition ourselves, we look to the youth, to the scientists, to the regulators and to the people of Bangladesh to walk with us.

Because the next chapter in Bangladesh's pharmaceutical journey cannot be written by a few. It must be written by all of us.

Rabbur Reza is the Chief Executive Officer of Beximco Pharmaceuticals Ltd.

Outcome & Feedback

The project strengthened my ability to translate complex, policy-sensitive pharmaceutical issues into clear and audience-appropriate communication for an academic platform. The speech and op-ed effectively balanced technical credibility with accessibility, aligning industry perspectives with the intellectual context of Dhaka University. Feedback highlighted the clarity of structure, relevance of the API narrative, and the suitability of the content for both academic and media audiences. The work was recognized as a well-framed thought-leadership contribution that supported informed dialogue on medicine pricing and the future of Bangladesh's pharmaceutical industry.

Challenges Encountered

- Developing the speech and op-ed for Mr. Rabbur Reza, COO of Beximco Pharmaceuticals, presented both intellectual and strategic challenges. The topic of medicine pricing and the future of APIs was highly technical and policy-sensitive, particularly given the academic setting of Dhaka University. The primary challenge was translating complex industry perspectives into a clear, credible, and engaging narrative that could resonate with students, faculty, policymakers, and media audiences simultaneously.
- Balancing technical accuracy with accessibility required careful framing to ensure the message remained authoritative while still inspiring and relatable to a diverse, academically informed audience.

Mistakes and Reflections

- **Limited speaker-style alignment:** Greater insight into Mr. Reza's preferred communication style could have enabled a more personalized and natural delivery.
- **Contextual underutilization:** The intellectual and historical significance of Dhaka University could have been leveraged more effectively to engage students as future leaders in the pharmaceutical sector.
- **Over-structuring:** While analytically sound, the speech at times leaned toward a formal industry brief rather than a compelling, memorable address supported by narrative and emotion.

Learnings and Outcomes

- **Audience-first communication:** Simplifying complex policy issues requires seeing the message through the audience's perspective, particularly students and early-career professionals.
- **AI as a creative collaborator:** AI proved valuable in ideation, drafting, and refinement, enabling faster iteration and more polished outputs.
- **Speaker authenticity:** Aligning content with the speaker's voice is as critical as the message itself for credibility and impact.

- **Context-driven messaging:** Academic platforms demand a distinct tone and framing compared to corporate or policy forums.
- **Strategic insight into pharma leadership:** The project deepened my understanding of how pharmaceutical leaders balance affordability, innovation, and global competitiveness in API development.
- **Future-ready skills:** Exploring AI platforms reinforced the importance of integrating emerging tools into professional communication workflows.

Project 03: Nuvista Pharma's Contraception Day Campaign

Project Overview

Start Date: July 21, 2025
End Date: July 21, 2025

Nuvista Pharma

World Contraception Day Campaign

Campaign Objective

- Advance informed choice, reproductive autonomy, and access to credible contraception information for women in Bangladesh.

- Reinforce Nuvista Pharma's role as a responsible healthcare partner aligned with SDG 3 (Good Health & Well-Being).

Strategic Focus

- Evidence-based messaging on contraception awareness and choice.

- Trust-building through credible voices and expert-led narratives.

- Digital-first engagement to ensure scale, reach, and measurable impact.

Key Components

- **OVC (Official Video Content):** High-impact storytelling anchored by a trusted public figure.

- **Digital Media Buying:** Targeted amplification across Facebook, YouTube, and Google to reach women aged 18–45.

- **Celebrity Engagement:** Strategic partnerships to extend reach and normalize conversations around contraception.

- **Expert Webinar:** Gynecologist-led session to strengthen credibility and knowledge transfer.

Target Audience

- Primary: Women (18–45), urban and semi-urban.
- Secondary: Healthcare-aware youth, couples, and digital opinion leaders.

Expected Outcomes

- Increased awareness and informed decision-making on contraception.
- Strong digital reach and engagement at national scale.
- Enhanced brand trust and thought leadership for Nuvista Pharma in women's health.

Challenges Encountered

- Limited availability of credible data and statistics on contraception hindered in-depth research.
- Insufficient subject familiarity on contraceptive pills made ethical positioning and messaging more complex.
- Navigating sensitivity around reproductive health required extra caution within a constrained timeline.

Mistakes and Reflections

- Committing to the campaign within a very short turnaround created operational pressure.
- Limited time for influencer onboarding reduced strategic depth.
- Use of general social media influencers instead of doctor-led or medical KOLs reduced credibility potential.

Learnings and Outcomes

- Adequate lead time is essential before committing to health-focused campaigns.
- Budgets must allow flexibility for research, expert engagement, and quality execution.
- Client communication should be more structured, explicit, and expectation-aligned from the outset.

Project 04: Renewable Means IDCOL: Powering Climate Warriors (Campaign Planning)

Project Overview

Start Date: July 21, 2025

End Date: July 21, 2025

1. Background and Context

Since its inception in 1997, Infrastructure Development Company Limited (IDCOL) has emerged as Bangladesh's leading institution in private sector energy and infrastructure financing, especially in the area of renewable energy. With licensing from Bangladesh Bank in 1998 and a legacy of powering over 68,000 homes with solar energy, IDCOL is synonymous with clean energy innovation and national development. Yet, despite its operational success and impact, public recognition of IDCOL's work remains low among urban youth, students, and academic institutions, the very demographic poised to carry forward Bangladesh's climate transition. To address this gap, IDCOL is seeking to rebrand itself and communicate its impact in a more engaging, youth-inclusive and emotionally resonant way leading with a strong, assertive tagline:

"Renewable means IDCOL."

This message reinforces IDCOL as the face of clean energy in Bangladesh and now is the time to make this identity tangible, human, and action-driven.

2. What are the problems to consider about,

- Renewable energy is often viewed by urban youth as **rural, policy-heavy, or disconnected from their lifestyle**.
- IDCOL's institutional identity is **credible but emotionally distant**.
- Youth in universities want to act on climate but lack relatable **pathways to engage**.
- The **everyday users of solar energy** across Bangladesh are rarely seen as part of a national movement.

3. The Opportunity

Position IDCOL as the **voice of renewable transformation** through youth-led storytelling and community mobilization.

By spotlighting **real solar adopters as "Climate Warriors"**, and empowering students to capture and share these stories, IDCOL can own the space of clean energy leadership with a human face.

Through this campaign, **"Renewable means IDCOL"** evolves from a tagline into a **nationally recognizable call to action**.

4. Campaign Objectives

- **Reinforce IDCOL as the national leader** in renewable energy solutions.
- Build a **youth-facing, emotional brand narrative** centered on real people and real impact.
- Position solar adopters as **climate warriors** and partners in Bangladesh's green future.
- Create a platform where **students become storytellers and advocates** for sustainable energy.

5. Target Audiences

Primary	Secondary
University students (18–28)	Rural & urban solar adopters
Sustainability & media clubs	Media and development partners
Young social media users	Policy influencers, general public
Faculty, researchers	Energy innovators and entrepreneurs

6. Strategic Idea

Campaign Title:

"Renewable Means IDCOL: Powering Climate Warriors"

Tagline Integration:

The campaign leads with "**Renewable means IDCOL**" as a **truth statement** reinforced by real-life case studies, emotional storytelling, and campus-based youth advocacy.

It transforms IDCOL into a **movement brand**, not just a financial institution.

7. Key Campaign Components

A. University Activation Program

- Partner with 10 universities in major cities.
- Launch **"Renewable Ambassadors Clubs"** on campus.
- Run **workshops on storytelling, clean energy literacy, and social media content creation**.
- Equip students to become **Climate Storytellers** capturing stories of real IDCOL beneficiaries.

B. The Climate Warriors Story Series

- Students collect human stories from solar adopters in both rural and urban settings.
- Highlight impact, resilience, and innovation (e.g., women-led solar households, off-grid businesses).
- Publish stories across IDCOL's digital platforms and national media.
- Tagline integration in every piece:

"This story is powered by renewable energy. Renewable means IDCOL."

C. Digital Showcase & Microsite

- Launch a branded microsite
- Feature stories, videos, student blogs, and impact maps.
- "Submit Your Story" feature for UGC (user-generated content).
- Create a **Solar Impact Map** of Bangladesh, showing IDCOL's reach.

D. Social Media Movement

- Weekly hero stories with hashtags: #RenewableMeansIDCOL #ClimateWarriorsBD
- Instagram Reels, TikTok storytelling challenges, Facebook storyboards
- Partner with campus influencers, youth activists, and clean energy creators.

E. Media & PR Outreach

- Collaborate with national outlets (Prothom Alo, The Daily Star, Channel i).
- Pitch profiles of solar adopters and youth storytellers.
- Secure op-eds from IDCOL leadership and renewable energy influencers.
- Promote campaign during **World Environment Day, National Youth Day, COP Events**.

F. Recognition & Sustainability

- Give student storytellers **certificates, internship pathways, and public recognition**.

- Host **IDCOL Youth Climate Warrior Summit** — a national forum of students, innovators, and policymakers.

8. Sample Story Concepts (Headline Style)

- **"From Off-Grid to Online: How a Student in Gaibandha Studied with Solar Light"**
- **"When a Village Became a Solar Community One Rooftop at a Time"**
- **"She Powers Her Home and Her Business With the Sun"**
- **"Renewable Means Resilience. Renewable Means IDCOL."**

9. Success Indicators

- **Youth Engagement**: # of students, universities, and clubs activated
- **Digital Reach**: Impressions, shares, UGC submissions, hashtag performance
- **Public Awareness**: Surveyed improvement in IDCOL recognition among youth
- **Story Production**: # of stories collected, videos produced, views generated
- **Media Coverage**: Features, interviews, op-eds in national press

10. Conclusion

With "**Renewable Means IDCOL**" as both a brand statement and social promise, this campaign will **humanize energy transformation** in Bangladesh while empowering youth to own the clean energy narrative.

It will **position IDCOL as not just a financer, but a movement leader** transforming the renewable energy conversation from boardrooms to classrooms, and from rural rooftops to national consciousness.

Outcome & Feedback

Developed a future-focused rebranding direction positioning IDCOL as a pioneer in sustainable finance, not merely a green institution. Established a clearer narrative connecting renewable energy, green infrastructure, and inclusive growth under one unified brand vision. Produced a structured, implementable communication framework balancing ambition with operational feasibility. Strengthened differentiation by reframing sustainability as measurable impact and leadership, rather than a generic positioning.

Feedback Received

- The strategic intent and sustainability-led positioning were recognized as bold, relevant, and aligned with IDCOL's following mandate.
- Positive feedback on the clarity of the brand narrative and its long-term applicability.
- Constructive input emphasized the need for deeper beneficiary-level storytelling and phased execution to maximize impact.

Challenges Encountered

- Translating IDCOL's vast impact in renewable energy, green finance, and inclusive growth into a clear, cohesive brand narrative.
- Differentiating IDCOL in a crowded sustainability space beyond generic "green" positioning.
- Balancing a bold rebranding vision with realistic, long-term implementation feasibility.

Mistakes and Reflections

- Over-prioritizing ambitious concepts without fully stress-testing execution viability.
- Delayed deep competitor benchmarking, risking early ideas sounding conventional.
- Underutilizing human-centered stories from beneficiaries to strengthen emotional resonance.

Learnings and Outcomes

- Rebranding is strategic, not cosmetic; it must reflect measurable impact and leadership.
- Sustainability positioning must be bold, credible, and demonstrably ahead of peers.
- Vision must be grounded in actionable, scalable execution plans.
- People-first storytelling is essential to humanize institutional impact.
- AI-assisted analysis enhances competitor mapping, concept refinement, and presentation quality.

Project 05 : Coca-Cola Fifa Trophy Tour

Project Overview

Client Name: Coca-Cola

Start Date: July 21, 2025

End Date: July 21, 2025

Coca-Cola arranges football trophy tours during the world cup. But due to recent backlashes Coca-Cola faced regarding the Israel-Palestine war the trophy tour must be something by which Coca-Cola can gain their reputation and lighten up the tension between consumers and the brand.

PR Pitch for FIFA World Cup 2026 Trophy Tour in Bangladesh

Campaign Title: *"One Game. One Nation. One Dream."*

Presented by: BenchmarkPR_Ahmed Mahin

Context: Why This Campaign Is Timely and Necessary

Despite Coca-Cola's historical resonance with global sporting events, including its successful FIFA Trophy Tours in Bangladesh (2014, 2022), the brand is facing a perception crisis in Bangladesh tied to global socio-political debates. While this has created theological backlash among certain segments, there remains a massive unifying opportunity: Football.

With recent momentum around:

- The historic Argentina-Brazil fandom war that turns entire cities into yellow or blue.
- The international recognition from Argentina's President.

- Hamza Choudhury's national team arrival, energizing youth and reigniting belief in local football.

Bangladesh is ripe to once again be a strategic stop for the Trophy Tour.

Why Coca-Cola Should Act Now based on the world cup hype

Reason	Impact
⚽ Reclaim Emotional Territory	Neutralize brand sentiment with joy, unity & passion
📣 Tap into Football Hype	Football enthusiasm is peaking again; perfect timing
🇧🇩 Connect Locally, Shine Globally	A Bangladeshi campaign would garner global goodwill like 2022
💬 Controlled Narrative	A Coca-Cola-led campaign sets the tone, not social media rumors

📣 Campaign Objective

To revive Coca-Cola's emotional connection with Bangladeshi consumers by leveraging football fandom and the Trophy Tour, while **subtly steering attention away from bias** through celebration, youth energy, and national pride.

🎯 Target Audience

- Football-loving youth (16–35 years)
- Urban and semi-urban middle-class consumers
- Parents and families during community engagement events
- Media and influencers in the lifestyle and sports beat

Core Plans

1. Graffiti 2.0 – "Art of the Game"

Building on the past success of graffiti, but evolved to tell human stories.

- Murals of **local football heroes**, iconic fan moments (e.g., a rooftop draped in Messi/Neymar flags)
- QR codes on murals linking to **short videos of grassroots footballers**
- Focus on *unity, passion, not politics*

Why This Works So Well

Strategy	Impact
Indirect Branding	Avoids backlash during brand-sensitive times (e.g., theological issues)
Emotional Connection	Fans don't pose with logos — they pose with icons like Messi
User-Generated Content Catalyst	Photo zones become viral hotspots
Cultural Relevance	Messi is a *mythic figure* in Bangladesh; emotional triggers lead to organic sharing
Legacy Vibes	The wall art becomes a landmark even after the World Cup

Activation Breakdown

Concept:

- **Primary Icon**: Giant graffiti of **Messi holding the World Cup**, eyes closed in glory
- Background: Subtle local elements Bangladeshi rooftops, fan flags, or Deshi jerseys
- No logos — just **World Cup-themed art and fandom emotion**

Suggested/Possible Locations:

- **Dhaka**: Dhaka University, Hatirpool flyover, Dhanmondi Lake wall, Gulshan Link Road
- **Chattogram**: Agrabad, GEC, CRB
- **Sylhet**: Zindabazar
- **Rajshahi**: Shaheb Bazar
- **Bogura**: TMSS & Satmatha walls



Hashtag:

- **#ArtOfTheGameBD** or **#WorldCupWallBD**
- Allow fans to tag and build a **UGC gallery**

Social Trigger Points

- **Photo Zones**: A wall (e.g., 20ft x 20ft) Messi with a big wall graffiti holding the world cup 2022 people will get very much hyped up with it.
- **AR Filter Tie-In** (optional): When scanned, the wall animates Messi's celebration moment.

"The brand that amplifies football's soul — not itself."

💥 Expected Outcomes

KPI	Target
UGC (selfies, videos)	10,000+ across platforms
Hashtag reach	5M+ within 2 weeks
Earned media buzz	Coverage in Dhaka Tribune, Prothom Alo, Channel i, lifestyle portals
Community pride	Strong positive sentiment among Messi & Argentina fans
Brand lift	Soft recovery of Coca-Cola image as football's cultural patron

🎨 *Budget-friendly, community-engaging, and visually viral.*

2. "Bring the Trophy, Bring the Hope" – Open Petition and Art Campaign

- Create a **massive digital media petition** for Coca-Cola to bring the Trophy again
- Activate through media, universities, and WhatsApp chains
- Hold an Art competition or AI image generation competition where people will portray how they imagine, "Bangladesh winning the World Cup"

📩 *Transforms desire into public support = positive pressure = goodwill.*

3. "One Jersey" Fan Parade

- A symbolic mass march in Dhaka wearing **Brazil and Argentina jersey**
- Fans from both Brazil and Argentina sides march together = unity symbol
- Ends with a **live screening + virtual message from FIFA**

🧢 *Highly photogenic, covered by press, activates both urban and grassroots.*

4. "Mini Game Concept"

https://www.tiktok.com/@moh.goat04/video/7497683032086777110 - inspired by

Name (example): *"Coke Goal Rush"* or *"Bangla Header League"*

Set up interactive, football-themed mini-games (e.g., real-life jump headers, penalty shoot-outs, skill dribbles, freestyle zones) in **high-footfall public areas** like:

- **Dhaka** (Gulshan 2 Circle, Bashundhara City, Dhanmondi Rabindra Sharani)
- **Chittagong** (GEC, Mehedibag)
- **Bogura** (Satmatha, TMSS area)
- **Rajshahi** (Shaheb Bazar, Padma riverbank)
- **…**

Expected KPIs (Key Performance Indicators)

Here's a breakdown of what you can measure:

1. Foot Traffic / Participation Metrics

- 🎯 **Target**: 3,000–6,000 direct participants per city in 1-2 days
- 🎯 **Daily engagement goal**: 500–1,000 people trying the game per day per city

How to track: Registration forms, manual headcounts, QR check-ins

2. User-Generated Content (UGC)

- 🎯 **Goal**: At least **2,000+ UGC videos** across TikTok, Reels, and Shorts within 1 week of activation
- 🎯 Encourage content using a branded hashtag like #CokeGoalRushBD or #BanglaHeaderChallenge

How to track: Hashtag monitoring tools, UGC aggregators, TikTok/Meta analytics

3. Hashtag & Social Reach

- 🎯 **Impression's goal**: 5–10 million **total hashtag views** across TikTok, Instagram, Facebook
- 🎯 **Engagement rate goal**: At least 3–6% on campaign posts

How to track: Meta Business Suite, TikTok Creator Tools, third-party tools (e.g., Sprinklr, Brandwatch)

4. Influencer Engagement

- 🎯 Recruit 20–30 **local micro-influencers** to participate and share
- 🎯 Each influencer brings in **50K–200K** reach per post (total earned media reach goal: 3–5M)

How to track: Influencer reporting, UTM links, video metrics

5. "Trophy of Unity" – Replica Tour to Indigenous Communities

(If we don't think about budget but only the public sentiment)

Objective:

To extend the spirit of the World Cup and Coca-Cola's brand message to the hill tracts and indigenous regions recognizing and uplifting the contributions of **ethnic footballers** (like Marma, Chakma, Tripura, Garo players), especially those from the **national women's team that won the SAFF Championship**.

Locations:

- Rangamati, Bandarban, Khagrachari — primary touchpoints
- Community Fields / Schools / Cultural Centres in collaboration with local football associations and NGOs

Activations:

- **Replica trophy display** and photo booths
- **Indigenous Football Hero Spotlights** – Posters & local storytelling of players like:
    - Maria Manda (Garo)
    - Anai Mogini & Anuching Mogini (Marma)
    - Krishna Rani Sarkar
- **Community friendly matches** with girls & boys in local jerseys
- **Cultural show meets football** – Traditional dance opening, jersey giveaway, ethnic snacks stall (optional)

Partnership Opportunities

- Collaborate with **Bangladesh Football Federation (BFF)** for access and credibility
- Partner with NGOs like **BRAC, Friendship, or Caritas** working in ethnic communities

- Leverage local leaders, educators, and community elders to legitimize and organize

---

Communication Messaging:

"From Hilltops to Stadium Lights – Bangladesh Scores Together"

Tagline can appear on all replica-tour assets and video content.

Possible Timeline (3 months ramp-up)

Month	Key Activities
August	Internal sign-off, mural site selection, influencer brief
September	Graffiti painting starts, petition opens, teasers drop
October	Trophy tour activation, fan parade

**This is just an example how it'd take time to be executed if we start it from this August*

Budget Strategy

- Leverage **existing graffiti artists, youth volunteers**, and **low-cost content creators**
- Prioritize **high-ROI** activations like graffiti and digital storytelling

💡 *Feasible within a mid-scale campaign budget, while delivering large-scale visibility.*

Final Note: Why It Matters for Coca-Cola

This isn't just a PR campaign. This is **a reputational reset opportunity**.

We have an ongoing hype for football after Hamza Choudhury joined Bangladeshi National Team and Bangladesh has been performing significantly better than ever before so this is an ideal scope indeed!

While CocaCola can't control international discourse, it can **redefine its local identity**: as the brand that believes in Bangladesh, in football, and in the unbreakable human spirit behind it.

Let Bangladesh be the **comeback story** for Coca-Cola's brand trust.

Outcome & Feedback

Key Outcomes

- Delivered a **subtle, trust-building campaign direction** that prioritized unity, football culture, and shared emotion over product-led messaging.
- Successfully reframed brand presence from defensive response to **value-driven cultural participation**.
- Developed creative concepts that balanced **emotional sensitivity with optimism**, minimizing backlash risk.
- Maintained brand visibility while respecting audience sentiment and prevailing socio-political context.

Feedback Received

- Client and internal teams appreciated the **measured, empathetic approach** during a

sensitive period.

- Positive feedback on reframing challenges as **opportunities for renewal rather than crisis management**.
- Constructive input highlighted the effectiveness of quieter storytelling and encouraged selective boldness where culturally appropriate.

Challenges Encountered

- Designing campaigns in a highly sensitive environment marked by criticism and boycott sentiment.
- Avoiding reactive or defensive brand messaging while maintaining relevance and visibility.
- Balancing optimism, unity, and football enthusiasm with emotional sensitivity and authenticity.
- Ensuring neutrality, inclusivity, and trust-building without overt product promotion.

Mistakes and Reflections

- Insufficiently adapting creative ambition to the client's tightened financial realities.
- Framing the situation too strongly as a "crisis," which created defensiveness in client discussions.
- Over-prioritizing risk avoidance, at times limiting creative opportunity and positive momentum.

Learnings and Outcomes

- Effective campaigns in sensitive contexts require an empathetic, audience-first lens.
- Passive, value-driven storytelling can rebuild trust more effectively than aggressive promotion.
- Creative ideas must align with current budget constraints to remain executable.
- Strategic framing matters—positioning challenges as opportunities fosters confidence and collaboration.

- Resilient creativity lies in balancing emotional awareness with bold, thoughtful storytelling.

Project 06 : Nuvista Contraceptive Day OVC Planning and Pitch Presentation

Project Overview

Start Date: July 24, 2025

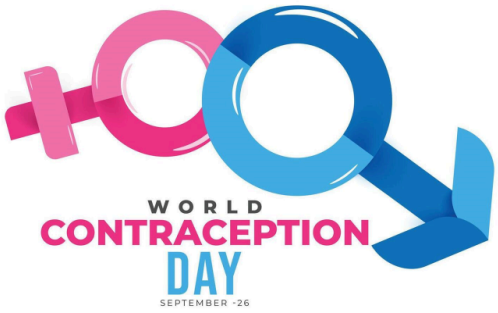
End Date: August 07, 2025

Planning and pitch development for Nuvista Pharma's first-ever PR campaign and professional OVC for World Contraception Day. The task involved end-to-end ownership of the campaign framework structuring the OVC concept, developing the strategic layout, coordinating client communication, and delivering a pitch deck to secure campaign approval. The project focused on positioning contraception awareness through a credible, sensitive, and impact-driven narrative, establishing a strong foundation for Nuvista's entry into strategic public health communications.

Tasks and Responsibilities:

- Led end-to-end planning for Nuvista Pharma's first PR-led World Contraception Day campaign.
- Developed the OVC concept, narrative framework, and overall campaign layout.
- Designed and presented the pitch deck to secure client approval.
- Managed client communication, aligning expectations, timelines, and deliverables.
- Coordinated strategic inputs across creative, media, and PR components.
- Ensured ethical, sensitive, and evidence-informed messaging around contraception awareness.

Presentation Slides:



OVC CONCEPT 3

Nuvista Pharma OVC
DURATION: 45 SEC



□□ □□

এক তরুণ দম্পতি বসে আছে।
চারপাশ থেকে কণ্ঠ ভেসে আসছে—

শাশুড়ি: *"এখনই চাই।"*
আত্মীয়: *"তোমাদের ঘরটা কেমন খালি খালি লাগে।"*
বন্ধু: *"মামা দেরি করলে কিন্তু সমস্যা হবে।"*

ক্যামেরা ধীরে ধীরে দম্পতির ক্লোজআপে
—তাদের মুখে দ্বিধা।



দৃশ্য ২

হঠাৎই স্ক্রিনে একটা ভয়েজ ওভার ভেসে আসবে –

“ ভবিষ্যৎ তো আপনার
কিন্তু সিদ্ধান্তটা আসলে কার?”

এক মুহূর্তের নীরবতা।



দৃশ্য ৩

দৃশ্য পাল্টায়। দম্পতি এবার হাসিমুখে চোখে আত্মবিশ্বাস নিয়ে বলবে -

“সিদ্ধান্ত নেওয়ার অধিকার শুধু আমাদের।”



দৃশ্য ৩

দৃশ্য পাল্টায়। দম্পতি এবার হাসিমুখে চোখে আত্মবিশ্বাস নিয়ে বলবে -

"সিদ্ধান্ত নেওয়ার অধিকার শুধু আমাদের।"

(For Confidential purposes just the OVC slide is added)

OVC Link : https://youtu.be/n8w4rOj9lRQ?si=IqXfXFRz9sMJdEPd

Outcome & Feedback

The pitch deck and presentation were successfully approved, leading to the award of the full campaign mandate. The strategic clarity, ethical positioning, and structured execution plan were highly appreciated by senior management. The project established Nuvista's first credible entry into PR-led health communication, setting a benchmark for future campaigns.

Challenges Faced

- Limited availability of localized data and statistics on contraception complicated research and insight development.
- Ensuring ethical, sensitive messaging around contraceptive use required careful calibration.
- Tight timelines added pressure across planning, stakeholder alignment, and creative development.

Mistakes and Learning Points

- Committing within a short lead time resulted in operational strain.
- Influencer strategy could have been strengthened by prioritizing doctor-led or medical KOLs earlier.
- Budget flexibility was limited, restricting deeper research and expert engagement.

Learnings and Outcomes

- Successful pitches require not only strong ideas but realistic timelines and budget buffers.
- Health communication demands expert-led credibility alongside creative storytelling.
- Clear, structured, and transparent client communication is critical from the outset.
- Even in successful outcomes, continuous reflection strengthens future strategic planning and execution.

Project 07: Presentation Slide for Coca-Cola Trophy Tour Plan (For Coca-Cola Global Team)

Project Overview

Client Name: Coca-Cola

Start Date: July 26, 2025

End Date: July 28, 2025

Background

The team requires a polished, strategically structured PowerPoint presentation to present campaign ideas to the Coca-Cola Global Team. More than a slide deck, the PPT will function as a strategic narrative tool, demonstrating creative strength, cultural intelligence, and a sensitive response to Coca-Cola's current market context. The presentation will follow a clear, logical flow from context and challenges to objectives, big ideas, execution strategy, and expected impact ensuring clarity and coherence throughout. Each slide will balance strong visual storytelling with simplicity, using clean layouts and brand-consistent design. Designed to global standards, the deck will align closely with Coca-Cola's core values while addressing local realities. It will reinforce confidence that the proposed initiatives are thoughtful, culturally nuanced, budget-conscious, and focused on rebuilding trust through value-driven storytelling, not overt promotion.

Tasks And Responsibilities :

- Keep it clear and focused.
- Eliminate confused ideas.
- Make the steps look bolder

Presentation Slides:



FIFA Trophy Tour Bangladesh

Organized by CocaCola Bangladesh

"One Game. One People."

Pre-Tour Activation

Trophy That Unites the World
Short documentary showing replica trophy passed across Bangladesh

From Courage, Comes Light
Documentary on indigenous women footballers

Press Release
Official announcement to major publications

Trophy That Unites the World

20-40 second documentary showing replica trophy passed across Bangladesh

- Everyday people across key locations
- Each shares what football means to them
- Ends with children placing trophy on pedestal



From Courage, Comes Light

1 Childhood
Remote villages of Rangamati, Khagrachari

2 Dreams
Dusty football fields

3 Recognition
National-level wins

4 Reality
Communities still without electricity

5 Solution
CocaCola brings solar panels in collaboration with IDCOL

During Tour: Art of the Game

Graffiti 2.0 Strategy



- **Indirect Branding**

  Avoids backlash during sensitive times

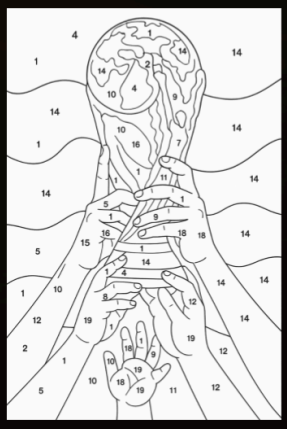
- **Emotional Connection**

  Fans pose with icons, not logos

- **User Generated Content**

  Photo zones become viral hotspots

Paint the Dream



Interactive Installation

- 20ft x 15ft canvas
- Diverse hands lifting trophy
- Participants paint numbered sections
- Symbolizes unity and aspiration

Paint the Dream: Execution

1 **Pre-Production**
Artist creates design, canvas printing, paint kits

2 **Day 1**
Inauguration, public painting begins

3 **Day 2**
Completion, final reveal with Trophy



Official Visits & Unveiling

1 **Protocol Visits**
Trophy visits to Bangladesh government officials and dignitaries

2 **"The Dream Has Landed"**
Digital content release across social media platforms

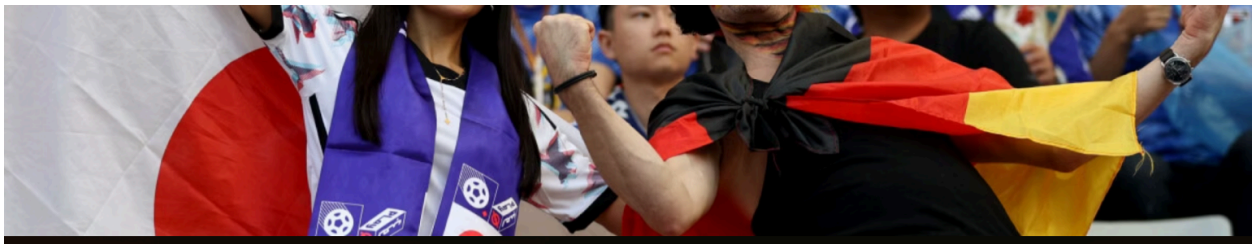
3 **Unveiling Ceremony**
Bangladeshi women's team representative and veteran Bangladeshi footballer

Digital Engagement



Fan Filter Launch

- Instagram AR filter
- Try on favorite jersey
- Pose with digital trophy
- Drive youth engagement



Fan Experience Activities

Selfie Booth
Photo with trophy, instant prints

Trivia Challenge
FIFA history, Bangladeshi football

Headshot Challenge
Physical game with prizes

Stakeholder Gala: "Fields of Hope"

Evening Event

- Government officials
- Coca-Cola executives
- Bangladesh Football Federation
- Announcement of future plans



"From Dreams to the Game"

QVC



Concept

- 2.5–3 minute video
- Split-screen storytelling
- Men's & Women's captains' journeys
- Emotional Bangla voiceovers
- Children as future dreamers



Key Partners

Coca-Cola Bangladesh
Brand lead, logistics, media

Bangladesh Football Federation
Football endorsement, local teams

Art Institutions
Artist sourcing, technical support

NGOs
Community representation

Campaign Impact

Unity
Bringing together diverse communities

Inspiration
Motivating next generation

Legacy
Creating lasting memories

Equality
Promoting women in football

Outcome & Feedback

The presentation was selected by the Bangladesh Coca-Cola team as one of only four decks to be showcased to the Coca-Cola Global Team. The slide narrative was praised for its clarity, cultural sensitivity, and strategic maturity. Feedback highlighted strong alignment with global values while effectively addressing local context, reinforcing confidence in the proposed direction.

Challenges Faced

- Crafting a clear, confident strategic narrative in a sensitive brand context without appearing defensive.
- Balancing global brand expectations with local cultural realities in Bangladesh.
- Designing slides that felt inspiring yet strategic, avoiding an overtly promotional or advertising tone.
- Ensuring visual polish while maintaining logical flow and strategic clarity.

Mistakes and Learnings

- Overloading early versions with too many creative ideas, reducing narrative sharpness.
- Using problem-solving or “crisis” framing that risked creating defensiveness.
- Prioritizing design aesthetics before clearly articulating the step-by-step strategy.

Learning & Outcomes

- Clarity over complexity: Simple, bold storytelling carries more impact than crowded ideas.
- Global-standard storytelling requires alignment with core brand values while respecting local nuance.
- Budget-aware creativity is essential for credibility and execution.
- Positive framing builds confidence positioning ideas as renewal, not recovery, is critical.
- Design serves strategy: visuals must reinforce narrative, not distract from it.
- Audience empathy ensures the message resonates with senior global stakeholders.

Project 08 : Coca-Cola Halal Campaign

Project Overview

Client Name: Coca-Cola

Start Date: August 4, 2025

End Date: August 5, 2025

Coca-Cola got halal certification. And Coca-cola has taken the decision to add Halal tag on their products. It might cause further backlash. So there should be plans and back up launch and crisis management plans for this situation.

Halal Labeling for CocaCola in Bangladesh: Opportunity, Risk and Crisis Response



Opportunity: Strengthening Trust Through Cultural Alignment

Featuring a BSTI certified halal logo on CocaCola bottles in Bangladesh can reassure Muslim consumers and strengthen cultural and religious alignment in the longer term. This visible certification appeals to halal conscious customers, particularly in the wake of recent boycotts, and positions CocaCola as a brand that respects local values potentially restoring trust and long-term loyalty.

Risk: Sudden Introduction Could Trigger Backlash

However, the abrupt appearance of the halal logo may raise doubts like “Was it not halal before?” or “Why now?” fueling confusion

and social media backlash. Competitors and critics may frame the move as insincere or opportunistic, while some consumers could feel misled about past consumption. The absence of prior visible certification could unintentionally undermine brand integrity and reopen boycott sentiments.

Suggested Crisis Communication Measures

Transparent Public Announcement

Clarify that CocaCola has always been halal; the logo is a visible reassurance, not a change in formulation. Emphasize that this move reflects consumer feedback and respect for local culture.

Preemptive Messaging & Q&A

Proactively address questions like “Why now?” through FAQs, press releases, and social media posts. Frame the decision as a positive response to consumer needs, not damage control.

Celebrate Transparency & Commitment

Link the halal label to CocaCola’s global standards of transparency, integrity, and community responsiveness. Highlight audits, certifications, and CocaCola’s continuous halal compliance.

Potential Issues CocaCola May Face

1. **Religious Sensitivities and Public Scrutiny**
   Skepticism from conservative religious groups who may question the ingredients, international sourcing, or prior controversies regarding CocaCola's halal status.
   Potential backlash from influential clerics or Islamic organizations, particularly if they weren't consulted before the labeling.
   - *Consumers or clerics may question* which *body is “more Islamic”, undermining trust in the label.*

   Overlapping certifiers **-** BSTI now issues halal licenses, but the Islamic Foundation still offers its own seal. Dual logos and differing audit protocols confuse retailers and export partners, a problem local business leaders have already flagged as “complexity and confusion”.

   Geo-political boycotts- Since 2023, #BoycottCocaCola has trended in Bangladesh over alleged Israel links; a 2024 TV spot meant to debunk that myth back-fired and sales reportedly fell ~23%
   - *Any new halal claim will be read through the same political lens, “Are you trying to win back Muslim consumers?*

2. Transparency and Authenticity Concerns

Accusations of greenwashing or "halal-washing" using a label just for marketing without clear traceability of ingredients and processes.

Demand for disclosure of the full halal certification process, including source countries, production lines, and certifying bodies.

3. Social Media Outrage and Misinformation
Viral misinformation campaigns or calls for boycott (e.g., #BoycottCocaCola) if even one influencer or group questions the legitimacy.
Allegations of hypocrisy if CocaCola's global operations are associated with regions or policies controversial among Bangladeshi Muslims.

4. Regulatory Scrutiny
BSTI may face political or public pressure to review or revoke certification.
CocaCola may be asked to provide additional documentation, or be subjected to legal notices or investigation.

5. Competitive Hostility
Rivals (especially local or Islamic-branded drinks) might exploit the controversy to undermine CocaCola's brand trust among Muslim consumers.

Pre-Phase

Preparedness and Pre-Crisis Action {Crisis detection (e.g., viral post "Coke halal? haram!"**}**

Internal Audit of Halal Certification
Ensure traceability and documentation of all halal-compliant ingredients. Partner with reputable halal certifiers acknowledged by both BSTI and international Islamic councils.
Governance – *create a Halal Oversight Cell (legal, QA, comms, Islamic-affairs adviser).*

Exclusively add Halal traceability QR on every bottle label; scan shows license, bottling location.

Ongoing-Phase

Crisis Response Plan

Public Statement Template (First 48 Hours)

"CocaCola Bangladesh reaffirms its commitment to the values and dietary needs of our Muslim consumers. Our halal certification is obtained from recognized, BSTI accredited bodies and follows a strict global compliance protocol. We welcome any open dialogue and invite community leaders to verify our process."

Flash-point (T 0 – 6h) - *1 h: activate Halal Cell & hold internal call.*
3 h: fact sheet to BSTI & Islamic Foundation.
6 h: First statement on all owned channels: "Certification ……. issued by BSTI on DD MM 2025 after on-site audits; ingredients & process unchanged since 1993."

Contain & Engage (6–48 h) – *Evidence drops: post short factory-tour reel, halal lab reports, and bottler interviews.*
Live dialogue: 30-min Facebook Live with COO + BSTI officer + scholar; open comments (moderated).

Post Crisis Recovery

Community Engagement

Sponsor Islamic cultural festivals or Iftar events with educational booths about halal certification.
Offer scholarships or CSR campaigns aligned with Islamic values. (e.g., clean water, zakat-aligned aid distribution)

Recovery (Day 3 → Month 3) – (CSR) Sponsor water filter projects beside mosque and schools with. Quarterly sentiment tracking & SOV benchmarking.



Core Message Map (By spokespeople & copywriters)

1. *"The recipe you've trusted for 60 years is unchanged; today it simply carries the* national *halal mark to make compliance visible."*
2. "CocaCola Bangladesh is locally owned, employs 3,800 Bangladeshis, and pays all taxes here. No sales revenue goes to any foreign military."

Outcome & Feedback

Developed a proactive risk-mitigation and crisis-response framework addressing potential backlash from the Halal tag rollout The brief was recognized internally as timely, culturally sensitive, and strategically grounded, offering Coca-Cola a structured pathway to communicate compliance without defensiveness. The approach strengthened confidence around launch preparedness, real-time response readiness, and long-term trust rebuilding.

Challenges Faced

- Managing high religious sensitivity amid existing geopolitical boycott narratives and misinformation risks
- Anticipating public confusion around "why now?" and skepticism regarding past halal status.
- Balancing transparency with regulatory, legal, and reputational constraints.
- Aligning global brand standards with Bangladesh-specific religious and cultural expectations.

Mistakes Made

- Initial assumptions underestimated the scale of misinformation velocity on social media.
- Early drafts leaned too heavily on reassurance messaging, requiring refinement toward evidence-led transparency (certification, audits, traceability).
- Greater early emphasis was needed on multi-stakeholder alignment (BSTI, Islamic Foundation, community leaders).

Learnings and Outcomes

- Sensitive brand actions require pre-emptive narrative ownership, not reactive clarification.
- Transparency must be verifiable and visible (QR traceability, audits, spokesperson readiness).
- Crisis framing should emphasize continuity and reassurance, not correction or justification.

- Structured preparedness (Halal Oversight Cell, phased response timelines) significantly strengthens brand resilience.
- Cultural alignment, when communicated thoughtfully, can evolve from risk into long-term trust capital.

Project 09: BEXIMCO Pharmaceuticals Ltd. World Heart Day OVC

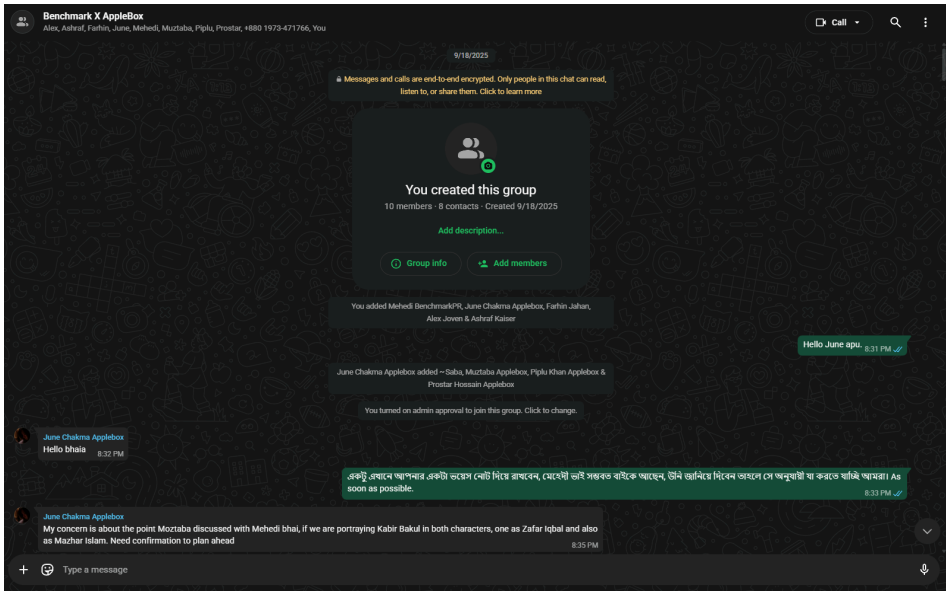
Project Overview
Start Date: August 18, 2025
End Date: September 30, 2025

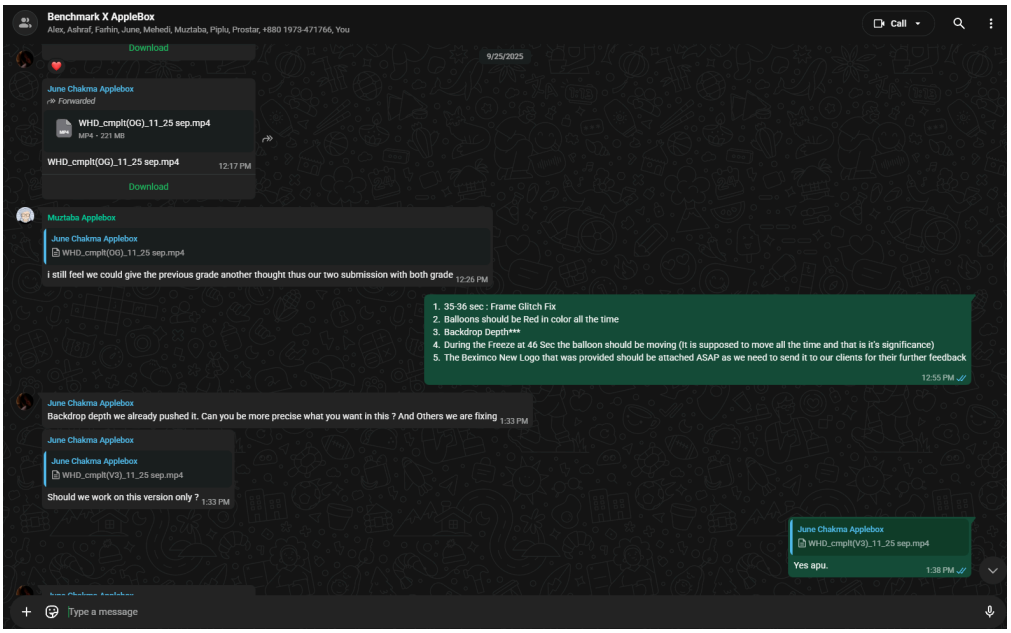
Collaboration between BEXIMCO, BenchmarkPR and Applebox to pay a tribute to legendary actor Zafar Iqbal on World Heart Day.

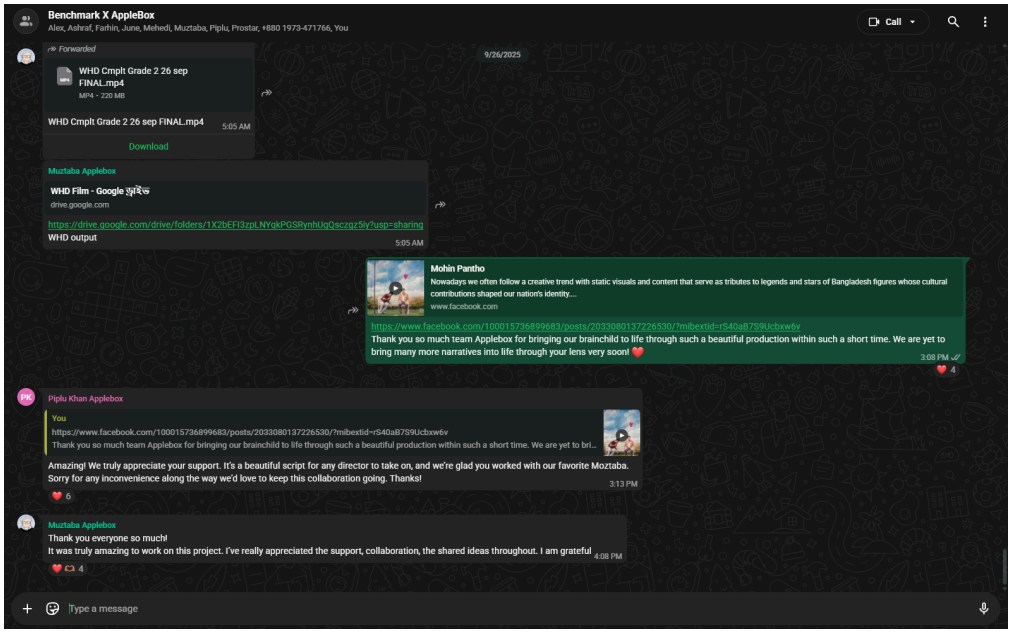
Tasks and Responsibilities:

- Acted as the central coordination lead between BEXIMCO Pharma, BenchmarkPR, and Applebox throughout the project lifecycle.
- Managed end-to-end client communication, aligning creative vision, approvals, and timelines across stakeholders.
- Oversaw OVC planning, execution, and delivery, ensuring consistency with World Heart Day messaging and tribute objectives.
- Coordinated and guide production workflows, content approvals, and publishing schedules.
- Supported media rollout and digital boosting, ensuring optimal visibility and audience reach

Communications and Guidance:




Benchmark X AppleBox
Alex, Ashraf, Farhin, June, Mehedi, Muztaba, Piplu, Prostar, +880 1973-471766, You
Call
Download
9/25/2025
June Chakma Applebox
Forwarded
WHD_cmplt(OG)_11_25 sep.mp4
MP4 · 221 MB
WHD_cmplt(OG)_11_25 sep.mp4 12:17 PM
Download
Muztaba Applebox
June Chakma Applebox
WHD_cmplt(OG)_11_25 sep.mp4
i still feel we could give the previous grade another thought thus our two submission with both grade 12:26 PM
1. 35-36 sec : Frame Glitch Fix
2. Balloons should be Red in color all the time
3. Backdrop Depth***
4. During the Freeze at 46 Sec the balloon should be moving (It is supposed to move all the time and that is it's significance)
5. The Beximco New Logo that was provided should be attached ASAP as we need to send it to our clients for their further feedback
12:55 PM
June Chakma Applebox
Backdrop depth we already pushed it. Can you be more precise what you want in this ? And Others we are fixing 1:33 PM
June Chakma Applebox
June Chakma Applebox
WHD_cmplt(V3)_11_25 sep.mp4
Should we work on this version only ? 1:33 PM
June Chakma Applebox
WHD_cmplt(V3)_11_25 sep.mp4
Yes apu.
1:38 PM
Type a message


Benchmark X AppleBox
Alex, Ashraf, Farhin, June, Mehedi, Muztaba, Piplu, Prostar, +880 1973-471766, You
Call
Forwarded
9/26/2025
WHD Cmplt Grade 2 26 sep FINAL.mp4
MP4 · 220 MB
WHD Cmplt Grade 2 26 sep FINAL.mp4 5:05 AM
Download
Muztaba Applebox
WHD Film - Google ড্রাইভ
drive.google.com
https://drive.google.com/drive/folders/1X2bEFI3zpLNYqkPGSRynhUqQsczqz5iy?usp=sharing
WHD output
5:05 AM
Mohin Pantho
Nowadays we often follow a creative trend with static visuals and content that serve as tributes to legends and stars of Bangladesh figures whose cultural contributions shaped our nation's identity....
www.facebook.com
https://www.facebook.com/100015736899683/posts/2033080137226530/?mibextid=rS40aB7S9Ucbxw6v
Thank you so much team Applebox for bringing our brainchild to life through such a beautiful production within such a short time. We are yet to bring many more narratives into life through your lens very soon! ❤️
3:08 PM
❤️ 4
Piplu Khan Applebox
You
https://www.facebook.com/100015736899683/posts/2033080137226530/?mibextid=rS40aB7S9Ucbxw6v
Thank you so much team Applebox for bringing our brainchild to life through such a beautiful production within such a short time. We are yet to bri...
Amazing! We truly appreciate your support. It's a beautiful script for any director to take on, and we're glad you worked with our favorite Moztaba. Sorry for any inconvenience along the way we'd love to keep this collaboration going. Thanks!
3:13 PM
❤️ 6
Muztaba Applebox
Thank you everyone so much!
It was truly amazing to work on this project. I've really appreciated the support, collaboration, the shared ideas throughout. I am grateful
4:08 PM
❤️ 4
Type a message









Scenes from the set



OVC Link : https://www.facebook.com/share/v/1A3bGER4ee/

Outcome & Feedback

Successfully delivered a high-impact tribute OVC honoring Zafar Iqbal on World Heart Day. The collaboration was well-received by BEXIMCO leadership, with positive feedback on coordination efficiency and execution quality. The campaign strengthened brand association with health awareness, cultural respect, and national legacy. Media performance met expectations, reinforcing trust across client and agency partners.

Challenges Faced

- Managing multi-stakeholder alignment across corporate, agency, and production teams.
- Ensuring emotional sensitivity while balancing brand presence and public health

messaging.

- Tight timelines leading up to World Heart Day required rapid coordination and decision-making.

Mistakes and Learning Points

- Initial approval cycles could have been streamlined further with clearer milestone mapping.

- Greater early lock-in on content nuances might have reduced last-minute refinements.

Learnings and Outcomes

- Effective campaigns depend on strong cross-partner coordination and communication clarity.

- Tribute-based storytelling requires emotional intelligence and restraint to maintain authenticity.

- Clear execution frameworks reduce friction in multi-agency collaborations.

- End-to-end ownership ensures consistency from concept to amplification.

Internship Outcome

My internship at BenchmarkPR was a formative professional experience that transformed my understanding of communication as a strategic tool for influence, reputation, and social impact. More than an academic requirement, it functioned as an immersion into the real-world mechanics of public relations where narratives are not only crafted, but carefully positioned to shape public perception and stakeholder trust.

Working closely with senior consultants, account managers, and media professionals, I contributed to multi-sector PR campaigns spanning healthcare, sustainability, development, and corporate reputation management. I supported end-to-end communication processes from research and message development to media coordination, content drafting, and campaign reporting gaining first-hand insight into how strategy translates into execution.

A key outcome of this internship was developing the ability to simplify complex, often sensitive issues such as public health, climate resilience, or corporate responsibility into clear, credible narratives for diverse audiences. I learned how ethical framing, fact-based storytelling, and tone management are critical in high-stakes communication environments.

The fast-paced, deadline driven nature of agency work sharpened my skills in client communication, coordination, and crisis awareness. I observed how BenchmarkPR balances advocacy with accountability, ensuring that campaigns align not only with client objectives but also with broader societal expectations and development priorities.

This experience also strengthened my professional discipline working across tight timelines, adapting to feedback loops, and collaborating across creative, media, and strategy teams. Most importantly, it reaffirmed my belief that PR, when practiced responsibly, can contribute meaningfully to public awareness, trust-building, and positive social change.

BenchmarkPR became the bridge between my creative foundation and my strategic aspirations, shaping me into a communicator who values clarity, ethics, and impact as much as creativity.

Worklog

Beximco

* Reviving Zafan Iqbal
* Photoshoot → Real time Zafan Iqbal
* Ashtyya → Real
* Consult a doctor today.
* Drug administration অনুযায়ী pill

ডাক্তারের পরামর্শ নিতে হবে।
সঠিক অনুযায়ী পথিক নিতে হবে।

* Nihu Chowdhury neela →

* Retailer এর সাথে Scholarship দেয়া

→ Why? Region wise game play

= They can decide what to sell

⇒ Letting the retailers obtain such kind of leverage যাতে they can be interested about the factor to sell coke. দোকানদারের কাছে দিয়া যেন Approach can be met

* Love you heart
* Beximco

NO AD

platform → facebook, Instagram, youtube

profit

Annually

2 weeks (max)

* Risk management strategy
* FAQ's
* Holding Statement

Coke

* Why halal?

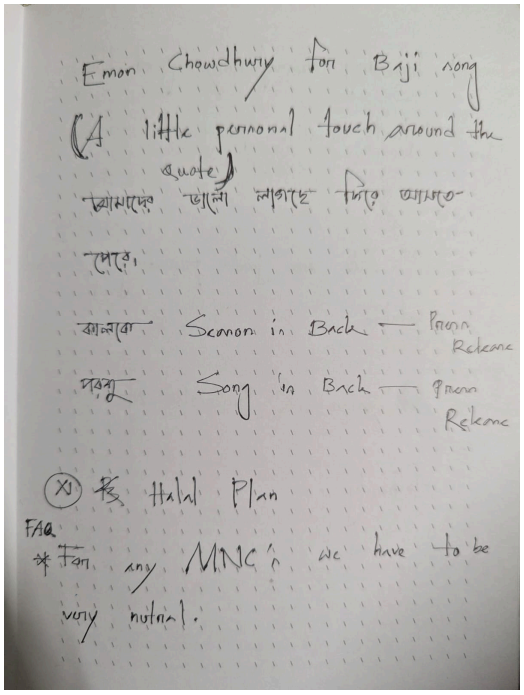
Why halalification? It is just another healthy and affirmation for health regulatory

3DCOL (A storytelling Approach)

① About us — আমার সাথে বিশ্ব আমার যাত্রা। Many of them were not meant to be like this. Sorten out. (Abraham Bhai)

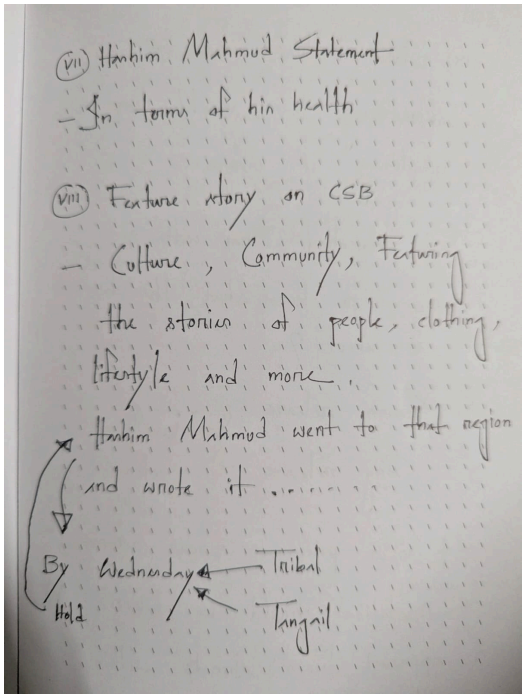
② Can redo, even can do it with ★ the existing version.

③ Brand Guideline — is a must to move with Arcne by BenchmarkPR



Emon Chowdhury for Baji song
(A little personal touch around the quote)
আমাদের ছোট্ট সাগরে তিন আয়োজন
সোহাগ, Season in Back — Drama Release
দায়বদ্ধ Song in Back — Drama Release

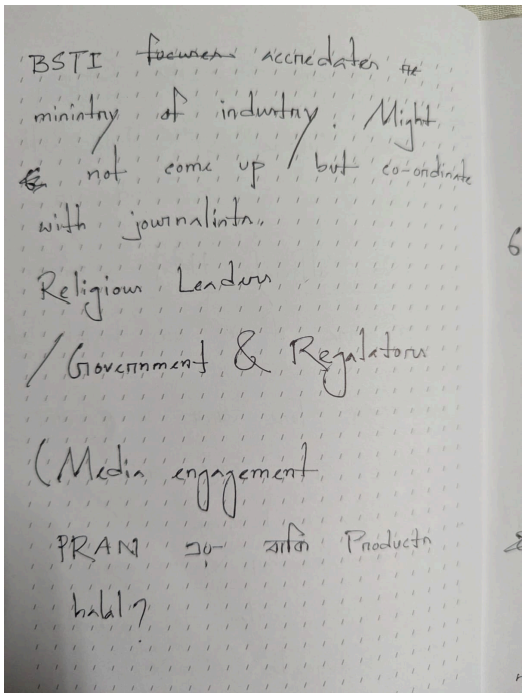
(XI) Halal Plan
FAQ
* For any MNC's we have to be very neutral.



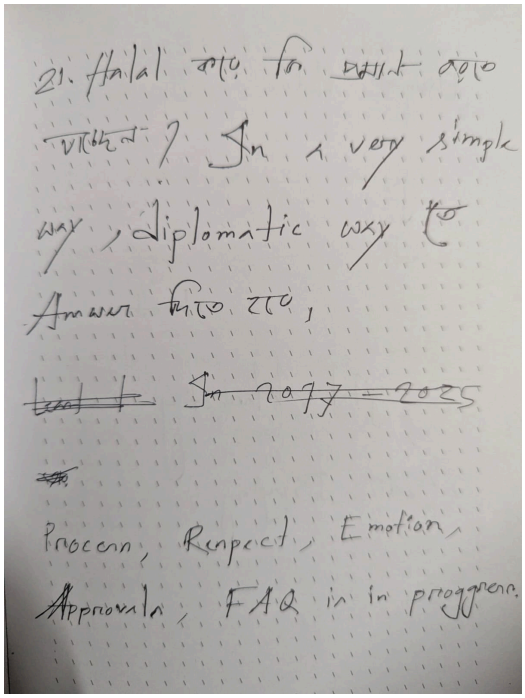
(VII) Hashim Mahmud Statement
- In terms of his health

(VIII) Feature story on CSB
- Culture, Community, Featuring the stories of people, clothing, lifestyle and more.
- Hashim Mahmud went to that region and wrote it .....

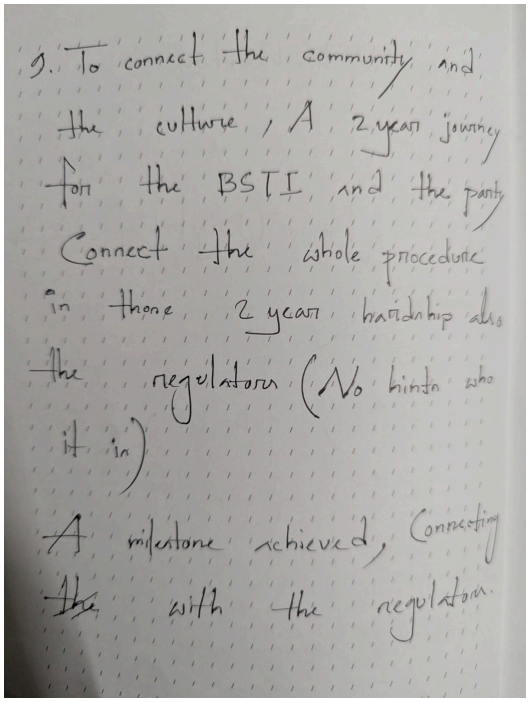
By Wednesday — Tribal
Hold — Tangail



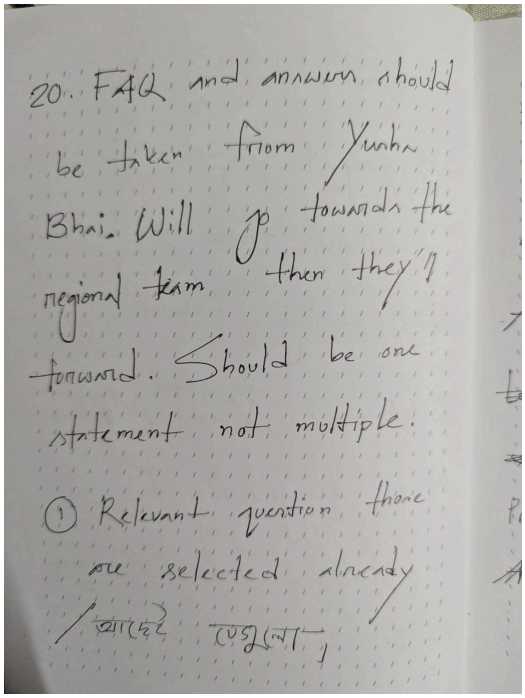
BSTI ~~founder~~ accredater the minintry of industry. Might ~~&~~ not come up but co-ordinate with journalists.
Religious Leaders
/ Government & Regulators
(Media engagement
PRAN ~~এর~~ কোন Products halal?



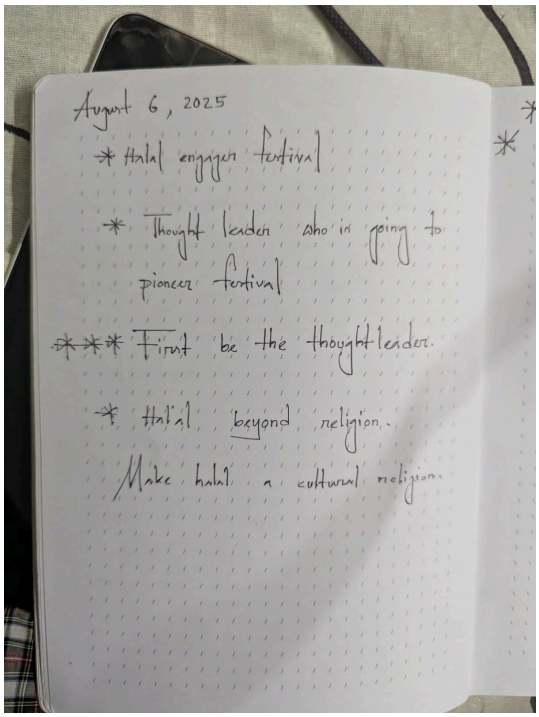
21. Halal ~~কে~~ for ~~what~~ কেন ~~which~~? In a very simple way, diplomatic way to Answer this to them,
~~last 1~~ In 2017 - 2025
~~Ask~~
Process, Respect, Emotion, Approvals, FAQ is in progress.


9. To connect the community and the culture, A 2 years journey for the BSTI and the party Connect the whole procedure in those 2 years hardship also the regulators (No hints who it is)

A milestone achieved, Connecting the with the regulators


20. FAQ and answers should be taken from Yunus Bhai. Will go towards the regional team then they'll forward. Should be one statement not multiple.

① Relevant question those are selected already


August 6, 2025

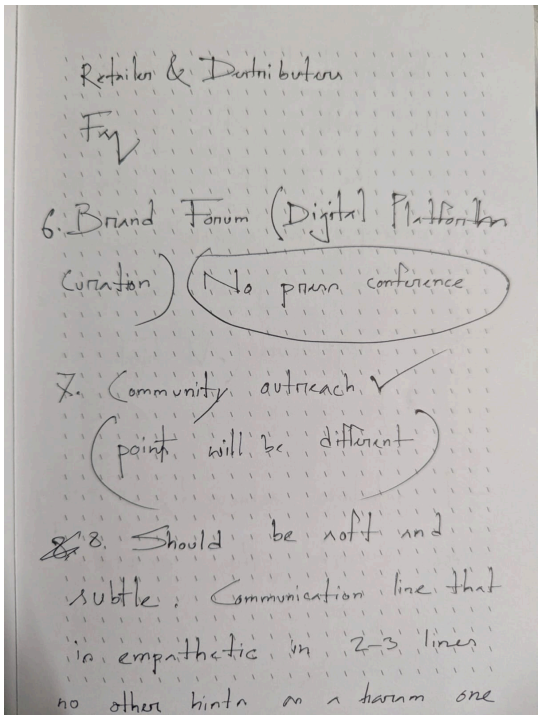
* Halal engagen festival

* Thought leader who is going to pioneer festival

*** First be the thought leader.

* Halal beyond religion.

Make halal a cultural religion.

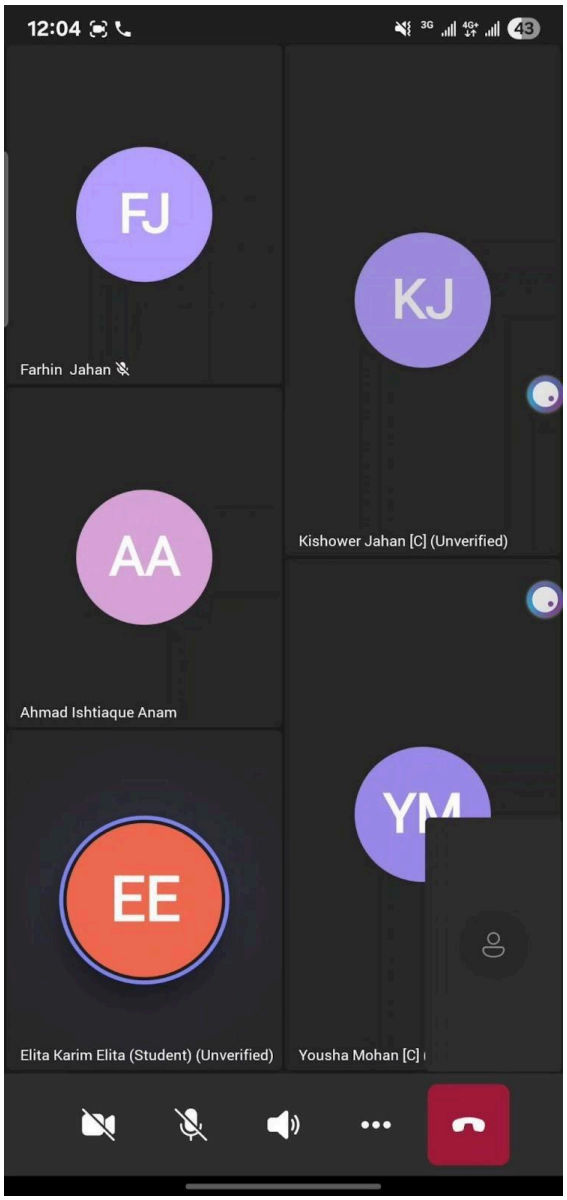

Retailers & Distributors

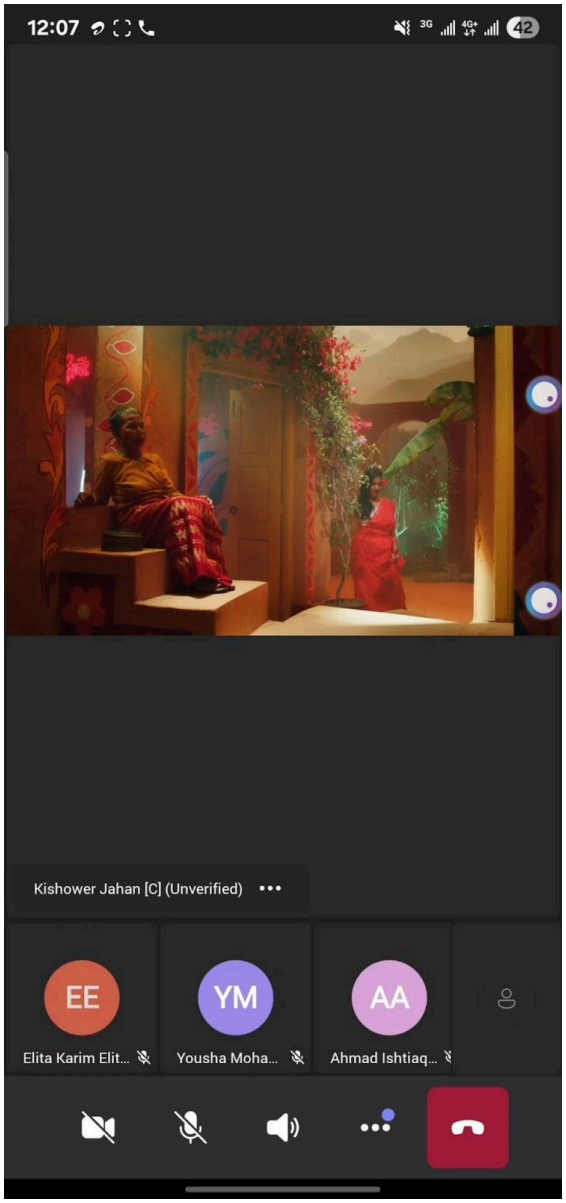
Fix

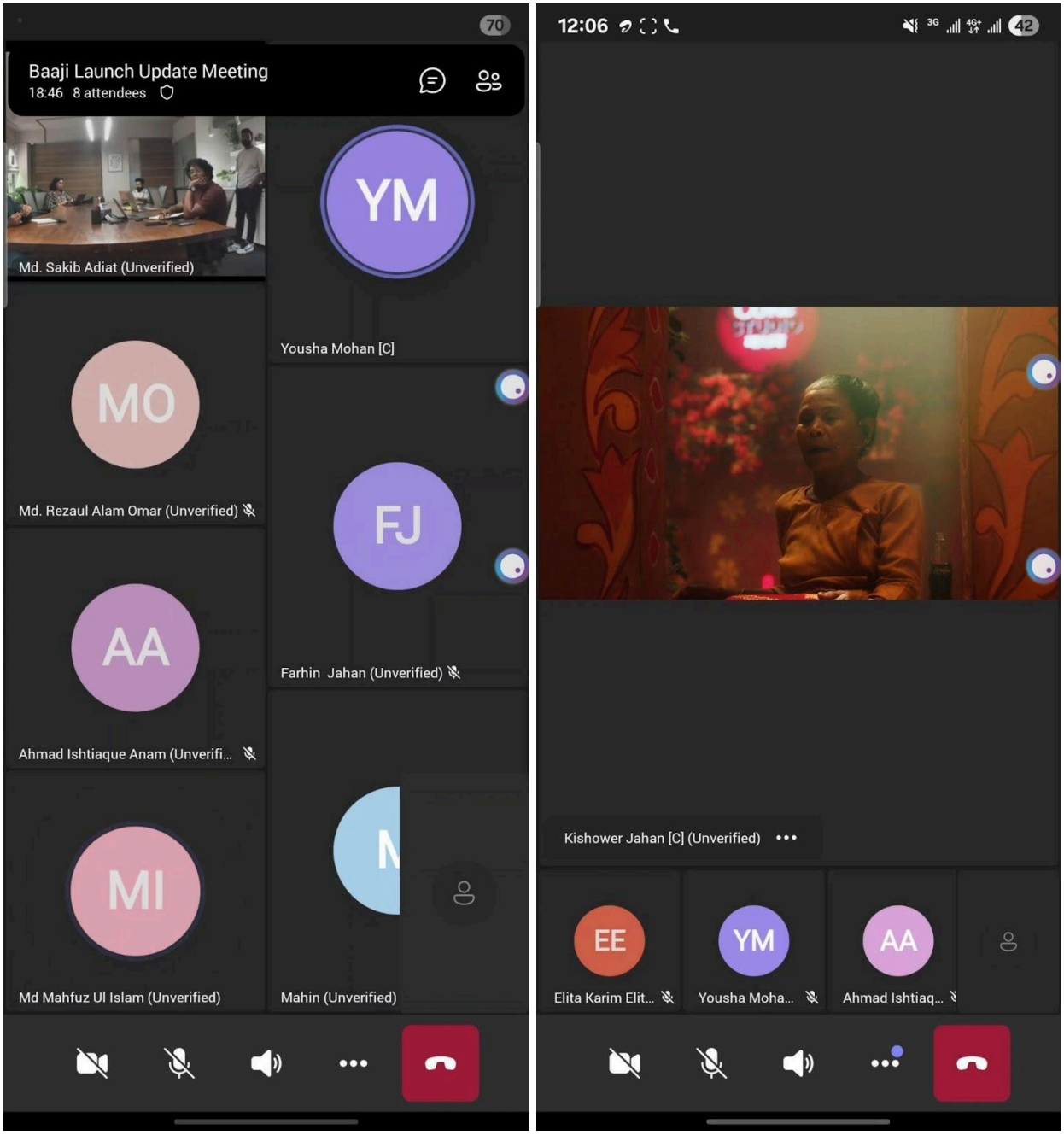
6. Brand Forum (Digital Platforms Curation) No press conference

7. Community outreach ✓ (point will be different)

8. Should be soft and subtle. Communication line that is empathetic in 2-3 lines no other hints or a harsh one


12:04
FJ
Farhin Jahan
KJ
Kishower Jahan [C] (Unverified)
AA
Ahmad Ishtiaque Anam
EE
Elita Karim Elita (Student) (Unverified)
Yousha Mohan [C]


12:07
Kishower Jahan [C] (Unverified)
EE
Elita Karim Elit...
YM
Yousha Moha...
AA
Ahmad Ishtiaq...


70
Baaji Launch Update Meeting
18:46 8 attendees
Md. Sakib Adiat (Unverified)
YM
Yousha Mohan [C]
MO
Md. Rezaul Alam Omar (Unverified)
FJ
Farhin Jahan (Unverified)
AA
Ahmad Ishtiaque Anam (Unverifi...
MI
Md Mahfuz Ul Islam (Unverified)
Mahin (Unverified)
12:06
42
Kishower Jahan [C] (Unverified)
EE
Elita Karim Elit...
YM
Yousha Moha...
AA
Ahmad Ishtiaq...

MSJ043

SELF-ASSESSMENT FORM

The purpose of this survey is to obtain students input on how they think they have performed.

Name of Intern: Ahmed Mahin

University ID: 201012028

Name of the Institute/Organization:	BenchmarkPR
Corporate Office Address:	House 9 (3rd floor), Road 16, Gulshan 1, Dhaka 1212, Bangladesh

Email:	hello@tbwabenchmark.com	Web:	https://benchmarkcollective.net

1. During a typical week, approximately how many hours did you dedicate to your internship?

45+

2. Was your internship paid? If yes, how much?

10000

3. Was your site supervisor available to meet when needed? Tick any one of the following.

☐Not at all ☐Slightly ☐Moderately ☐Quite a bit ✔A great deal

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

1=Not at all 2=Slightly 3=Moderately 4=Quite a bit 5=A great deal

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	5
2	I believe in my ability to make a difference.	5
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	5
5	I can recognize my personal strengths.	5
6	I can recognize my personal weaknesses.	5
7	I have a sense of personal achievement.	5
8	I have the ability to persevere in difficult tasks	5
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	5
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	5
12	I have the ability to communicate effectively	5

13	I have increased my ability to be a leader	5
14	I feel more connected to my community	5
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem solving)	5
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	5
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialised technical skills for a specific job function	5
21	I broadened my future employment possibilities	5
22	I received an opportunity to explore a specific career	5
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	5
25	**What is your average score from this test?**	5

5. General Comments

My experience at BenchmarkPR was fast-paced, energizing, and deeply formative. As a young professional, it gave me my first real exposure to how ideas move at speed from strategy rooms to media headlines. The environment pushed me to think quickly, communicate clearly, and take responsibility beyond my comfort zone.

I felt trusted, challenged, and constantly learning. Every project sharpened my confidence and showed me how impactful, ethical communication can shape public conversations. BenchmarkPR wasn't just an internship, it was where I felt the momentum of real work, real stakes, and the excitement of building a career in communications.



Signature of Intern

Professional Competencies

During my internship at BenchmarkPR, I significantly strengthened a set of professional competencies that align with my long-term goals as a strategic communicator and development-oriented storyteller. These competencies reflect not only hands-on execution skills, but also the strategic thinking, ethical judgment, and adaptability required in high-stakes public relations environments:

Strategic PR & Campaign Planning

Developed a strong foundation in planning and structuring PR campaigns across sectors such as healthcare, sustainability, and corporate reputation. Gained exposure to how insights, objectives, key messages, and deliverables are aligned within a strategic framework.

Content Development & Message Crafting

Enhanced my ability to write and refine press releases, campaign narratives, briefs, and presentation content tailored to different audiences, media, clients, policymakers, and the public while maintaining clarity, tone, and credibility.

Research, Issue Mapping & Insight Development

Built skills in background research, issue analysis, and stakeholder mapping to support informed communication strategies. Learned to translate complex or sensitive issues into accessible, evidence-informed narratives.

Media Relations & Communication Execution

Supported media coordination, pitching processes, and monitoring, gaining insight into how earned media functions within broader reputation and advocacy strategies. Understood the importance of timing, framing, and relationship management.

Client Communication & Coordination

Strengthened professional communication skills through direct involvement in client coordination, internal briefings, and feedback loops. Learned how clarity, structure, and responsiveness drive trust in agency client relationships.

Ethical & Responsible Communication Practice

Developed awareness of ethical considerations in PR, particularly in public health, social impact, and crisis-sensitive campaigns. Learned how responsible messaging balances client goals with public interest.

Teamwork & Fast-Paced Agency Adaptability

Worked collaboratively with strategists, creatives, media teams, and production partners in a deadline-driven environment. Improved adaptability, time management, and problem-solving under pressure.

These competencies have expanded my capacity to operate confidently within PR agencies, development communication, corporate communications, and impact-driven campaigns, reinforcing my professional readiness and strategic mindset.