

**DIGITAL
MARKETING
AWARD**
2021



LIST OF WINNERS

CATEGORY	AWARD	CAMPAIGN	AGENCY
BEST APP MARKETING	Silver	Bangabandhu Grandmaster by IPDC Finance	Singularity Limited
	Bronze	bKash Year Long App Campaign	Analyzen Bangladesh Limited
	Bronze	T20 Quiz	Nagad
	Bronze	The People's Super App	Asiatic Mindshare Ltd, Concern of Asiatic 3sixty
BEST CONTENT MARKETING	Gold	Harpic World Toilet Day #19against19	Asiatic Marketing Communications Limited / Asiatic 3sixty
	Gold	Rukhe Dao Breast Cancer	LIE TO EYE
	Silver	Airtel World Mental Health Day Campaign	FCB Bitopi
	Silver	GP-Child Online Safety	Grey Advertising Bangladesh Limited
	Silver	Gaaner Khoje - Power of Internet	Magnito Digital
	Silver	TECNO Spark 6 Series Skits	WebAble Digital
	Bronze	bKash Eid Salami	Analyzen Bangladesh Limited
	Bronze	Brand Revamp with Sakib-Ruchi Sauce	Mediacom Limited
	Bronze	MARKS Active School ক্ষুদে বিজ্ঞানী	X
	Bronze	Pizza Hut Battle of the Beef	Analyzen Bangladesh Limited
	Bronze	Stories of Possibilities	FCB Bitopi
Bronze	Taaza Mone Hok Shotej Protibad - Comic Series	Analyzen Bangladesh Limited	
Bronze	TECNO Spark 7	WebAble Digital	
Bronze	UNDP Prithibi Shobar Hok	The Big Content Ltd.	
BEST E-COMMERCE PLATFORM	Silver	Surprisingly Bata	Asiatic Mindshare Ltd, Concern of Asiatic 3sixty
	Bronze	Aarong Year Long Sales	Analyzen Bangladesh Limited
	Bronze	Ushop Launch	Asiatic Mindshare Ltd & Analyzen Ltd
BEST INTEGRATED DIGITAL CAMPAIGN	Gold	Lifebuoy - H for Handwashing	Analyzen Bangladesh Limited
	Silver	Dhaka Half Marathon 2021	Purplebot Digital
	Bronze	Surprisingly Bata	Asiatic Mindshare Ltd, Concern of Asiatic 3sixty
	Bronze	TECNO Spark it up	WebAble Digital
	Bronze	ইন্টারনেটের দুনিয়ায় জানতে হবে, কোথায় আপনার থামতে হবে	Magnito Digital
BEST SOCIAL CAMPAIGN	Silver	COVID-19: Let's spread awareness	Asiatic Mindshare Ltd & Asiatic MCL
	Silver	Freedom Uthe Darao Campaign	MBA Bangladesh
	Silver	Fresh Tissue Breast Cancer Awareness Campaign	The Big Content Ltd.
	Silver	Rukhe Dao Breast Cancer	LIE TO EYE
	Bronze	Khamkheyalipani	O&Z Solutions
	Bronze	Lifebuoy - H for Handwashing	Analyzen Bangladesh Limited
	Bronze	Prothom Alo #NotHerFault	The Big Content Ltd.
Bronze	ইন্টারনেটের দুনিয়ায় জানতে হবে, কোথায় আপনার থামতে হবে	Magnito Digital	

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BEST UGC	Gold	Gaaner Khoje - Power of Internet	Magnito Digital
	Silver	Airtel Eid Challenge	FCB Bitopi
	Silver	Milk Mustache	LIE TO EYE
	Silver	NESCAFE Canvas	FCB Bitopi
	Bronze	18 Years of Thrilling Bangladesh	Potato Digital
	Bronze	New Gen Anthem	Asiatic Mindshare Ltd, Concern of Asiatic 3sixty
BEST USE OF DATA & ANALYTICS	Bronze	Story of Possibilities	FCB Bitopi
	Bronze	বন্ধুত্ব অটুট থাকুক সবসময়	Magnito Digital
	Silver	Data for Good - Maya	Madmen Digital
	Silver	Data Worth MILLIONS	Asiatic Mindshare Ltd, Concern of Asiatic 3sixty
	Silver	Meril Petroleum Jelly Weather Banner	Mediacom Limited
BEST USE OF DISPLAY	Silver	Pushing Digital Boundaries	Asiatic Mindshare Ltd, Concern of Asiatic 3sixty
	Bronze	Performance Max	Asiatic Mindshare Ltd, Concern of Asiatic 3sixty
	Gold	Hello Spotify!	Asiatic Mindshare Ltd, Concern of Asiatic 3sixty
	Silver	Foodpanda - Cooking - Just a Tap Away	Asiatic Mindshare Ltd, Concern of Asiatic 3sixty
BEST USE OF FACEBOOK	Bronze	BERGER LSE X JAYA AHSAN	Jarvis Digital Limited
	Bronze	Sunsilk Volume Launch Campaign	Analyzen Bangladesh Limited Mindshare Bangladesh
	Gold	Rukhe Dao Breast Cancer	LIE TO EYE
	Gold	জীবনমুখী জাগিয়া Edition	Madmen Digital
	Silver	Airtel World Mental Health Day	FCB Bitopi
	Silver	DIY Kit Campaign	Magnito Digital
	Silver	Sprite - Gola Shukale Matha Noshto	Wavemaker Bangladesh
	Bronze	ACI Pure Salt Icchhe Ako Golpo Bolo	Backbenchers Communications
	Bronze	bKash Eid Salami Campaign	Analyzen Bangladesh Limited
Bronze	NESCAFE Canvas	FCB Bitopi	
BEST USE OF INFLUENCER	Bronze	What's new on Facebook?	Asiatic Mindshare Ltd, Concern of Asiatic 3sixty
	Bronze	বন্ধুত্ব অটুট থাকুক সবসময়	Magnito Digital
	Gold	Always on Influencer Campaign	Asiatic Mindshare Ltd, Concern of Asiatic 3sixty
	Gold	Rukhe Dao Breast Cancer	LIE TO EYE
	Silver	Aarong International Launch	Analyzen Bangladesh Limited
	Silver	Foodpanda - Tastyomnial	WebAble Digital
	Silver	Harpic World Toilet Day #19against19	Asiatic Marketing Communications Limited / Asiatic 3sixty
	Silver	Jemon Khushi Temon Ako - Bruno Moretti	Madmen Digital
	Silver	Pathao Car Adda	Mynt Connect
	Bronze	BBQ with Radhuni	Mediacom Limited
	Bronze	GP-Child Online Safety	Grey Advertising Bangladesh Limited
Bronze	Pizza Theater Live	Jarvis Digital Limited	
Bronze	সঠিক তথ্যে জীবন বাঁচে	Asiatic Mindshare Ltd & Asiatic MCL	

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BEST USE OF INSTAGRAM	Silver	#mybangladesh	Magnito Digital
	Bronze	Pond's Tone Up Influencer Campaign	Analyzen Bangladesh Limited
	Bronze	TRESemme Spring in Bloom	Analyzen Bangladesh Limited
BEST USE OF MOBILE	Gold	Rukhe Dao Breast Cancer	LIE TO EYE
	Silver	Digital World 2020	Asiatic Experiential Marketing Limited / Asiatic 3sixty
	Silver	Wifi Hut	Asiatic Mindshare Ltd, Concern of Asiatic 3sixty
	Bronze	bKash Remittance Campaign	Analyzen Bangladesh Limited
	Bronze	bKash Year Long Paybill	Analyzen Bangladesh Limited
BEST USE OF PR IN DIGITAL PLATFORM	Bronze	Is my screen broken?	Asiatic Mindshare Ltd, Concern of Asiatic 3sixty
	Gold	খেলা দেখুন MyGP App এ	Asiatic Mindshare Ltd, Concern of Asiatic 3sixty
	Silver	Brand Revamp with Shakib-Ruchi Sauce	Mediacom Limited
	Silver	Leveraging Sports Communities - MyGP Sports Everywhere	Asiatic Mindshare Ltd, Concern of Asiatic 3sixty
	Silver	Rukhe Dao Breast Cancer	LIE TO EYE
	Bronze	Growing with Bangladesh	Magnito Digital
BEST USE OF SEARCH	Bronze	Lifebuoy - H for Handwashing	Analyzen Bangladesh Limited
	Bronze	Pond's Tone Up Influencer Campaign	Analyzen Bangladesh Limited
	Silver	bKash Year Long Search Campaign	Analyzen Bangladesh Limited
BEST USE OF UNDER 10 SECONDS VIDEO	Silver	Search Conversion	Asiatic Mindshare Ltd & Analyzen Ltd
	Silver	Robi - Search Campaign	ADA
	Bronze	bKash Mobile Recharge	FCB Bitopi
	Bronze	Lifebuoy - Shurokhai 10/10	Analyzen Bangladesh Limited
	Bronze	Be BeautifulBD Launch Campaign	Asiatic Marketing Communications Limited / Asiatic 3sixty
BEST USE OF USER COMMUNITY PLATFORM/ NEW PLATFORMS/ OWN PLATFORMS	Bronze	bKash Pay Bill	FCB Bitopi
	Bronze	Veet Bumper Ads	FCB Bitopi
	Gold	Dhaka Half Marathon 2021	Purplebot Digital
	Gold	Digital World 2020	Asiatic Experiential Marketing Limited / Asiatic 3sixty
	Silver	bKash Bird Game	Analyzen Bangladesh Limited
	Silver	Rukhe Dao Breast Cancer	LIE TO EYE
	Bronze	Airtel Eid Challenge	FCB Bitopi and Strategieek
	Bronze	Berger Ultimate Illusionist	Singularity Limited
	Bronze	Leveraging Sports Communities - MyGP Sports Everywhere	Asiatic Mindshare Ltd, Concern of Asiatic 3sixty
Bronze	Menstrual Hygiene Day Campaign	MBA Bangladesh	
Bronze	Spaces Virtual Event Platform	Singularity Limited	

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BEST USE OF YOUTUBE	Silver	Shoppable Media	Asiatic Mindshare Ltd, Concern of Asiatic 3sixty
	Silver	Youtube Mirror	Asiatic Mindshare Ltd, Concern of Asiatic 3sixty
	Bronze	Closeup Kache Ashar Golpo 2021	Analyzen, Mindshare and Adcomm
	Bronze	Foodpanda - Tastyomnial	WebAble Digital
	Bronze	NESCAFE Barista	FCB Bitopi
BEST VIDEO	Gold	Prothom Alo #NotHerFault	The Big Content Ltd.
	Gold	Rukhe Dao Breast Cancer	LIE TO EYE
	Silver	20-Bish Year End Song	FCB Bitopi
	Silver	Airtel World Mental Health Day Campaign	FCB Bitopi
	Silver	Grameenphone - Love For Language (ভাষার জন্য ভালোবাসা)	Magnito Digital
	Silver	UNDP Prithibi Shobar Hok	The Big Content Ltd.
	Silver	কালের স্রোতে ভাষা	Papyrus Communications Ltd.
	Bronze	Book Fair	FCB Bitopi
	Bronze	Fresh Stationery Back to School	Analyzen Bangladesh Limited
	Bronze	GP 16th December Ekjoge Eksathe (OVC)	Grey Advertising Bangladesh Limited
	Bronze	Nestlé Victory Day Campaign	Asiatic Marketing Communications Limited / Asiatic 3sixty
	Bronze	Senora Confidence Kit	Mediacom Limited
Bronze	Story of Possibilities (Kamrul)	FCB Bitopi	
Bronze	Tap Korley foodpanda Hajir	X	
Bronze	১৫ আগস্ট-বাংলার ইতিহাসে এক অন্ধকারতম দিন	Walton Hi-Tech Industries Limited	