

HABSON

WE ARE
PHYSICAL + DIGITAL =
PHYGITAL AGENCY



EVERY DAY..

We work harder, we push our creative thinking further and we deliver more for you, our client.

EACH CLIENT..

Is treated like they are our favourite client as we aim to deliver above their expectations.

We believe in good, honest creative

A mantra. A mission. A guiding star.

Call it what you will, but good honest creative is what you get when you work with us.

Good

Good is a feeling. That gut reaction you get when design really works. When it fits your brand like a missing slipper.

That satisfaction is our destination for every project. The satisfaction of delivering intelligent solutions made to engage audiences and bring the best out of brands.

Honest

Straight up, BS free with all cards on the table. That's the way we like our conversations, and the way we do our business.

From pricing to production, honesty is what you'll get every step of the way.

Creative

Intelligent, considered ideas. Solutions you would never arrive at on your own. The quality of our work is a product of our passion for all things design.

We sweat about the details and always push the limits. In our studio compromise is a filthy word.



Our solutions to your problems

Design

We are driven by a desire to make things look great, and we equally enjoy the design process and creative strategy.

We think about every step from the big idea to brand in hand.

Creativity

- + Creative idea development
- + Business literature
- + Marketing collateral
- + Exhibitions and events
- + Activision
- + Signage
- + Direct marketing campaigns
- + Advertising
- + Point of sale

Branding

You could be launching a new business or taking it to the next level – either way, strong branding and positioning can help you achieve your goals.

Honestly, first impressions count.

Solutions

- + Brand development
- + Corporate guidelines
- + Identity development
- + Brand systems
- + Strategy
- + Messaging & voice
- + Creative direction
- + Print management

PR & Digital

We cover all aspects of your digital presence and once a web project is complete, we don't run off and leave you!

We will still be here for and tweaks, updates, help and assistance.

Creation

- + Website development
- + Responsive website design
- + Content management system
- + HTML emails
- + HTML email campaigns
- + Social media management
- + PR management

Print

Never overlook the impact of a great piece of print. From brochures to annual reports to stationery.

We use our print knowledge to produce impactful solutions that get you noticed.

Designed and delivered

- + Annual reports
- + Prospectuses
- + Brochures & periodicals
- + Corporate stationery
- + Data & technical literature
- + Direct mail
- + Signage
- + Exhibition graphics

SHOWREEL

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TESY GLOBAL "30 Years Celebration"

TESY Globals 30th anniversary campaign, "Made for the World," highlighted their global reach and impact. By showcasing diverse users with TESI products, we positioned them as a world leader in home appliances, boosting brand visibility and strengthening customer loyalty.



DBL CERAMICS: A GLORIOUS SHOWCASE OF INNOVATION & COLLABORATION

We hosted a dynamic event for DBL Ceramics, highlighting their technology and quality leadership. Architects and builders explored DBL's journey since 2016, witnessing cutting-edge Italian technology. Interactive displays and networking aligned stakeholders with DBL's vision, paving the way for future collaborations in Bangladesh's architectural landscape.

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CERAMIC EXPO BANGLADESH 2022 : SHAPING THE FUTURE OF CERAMICS

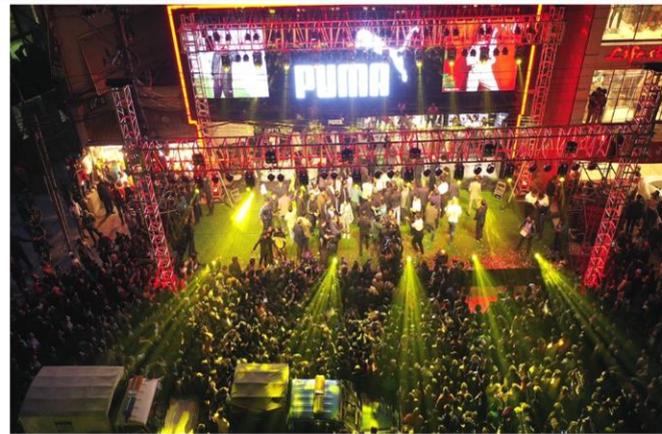
The CERAMIC EXPO Bangladesh 2022, organized by BCMEA with Habson Communication as the execution partner, showcased Bangladesh's ceramics industry, highlighting innovations and fostering collaboration. The event positioned Bangladesh as a rising global leader in ceramics, paving the way for future growth.

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PUMA : CHASING GREATNESS IN CHATTOGRAM

PUMA, in partnership with Habson Communication, launched the "Chase The Greatness" campaign in Chattogram to establish a strong brand presence. The campaign, featuring a high-impact store launch and community engagement programs, connected deeply with the city's sports passion. Digital activations and media coverage amplified PUMA's visibility, solidifying its position in Chattogram.



DBL CERAMICS: A GLORIOUS SHOWCASE OF INNOVATION & COLLABORATION

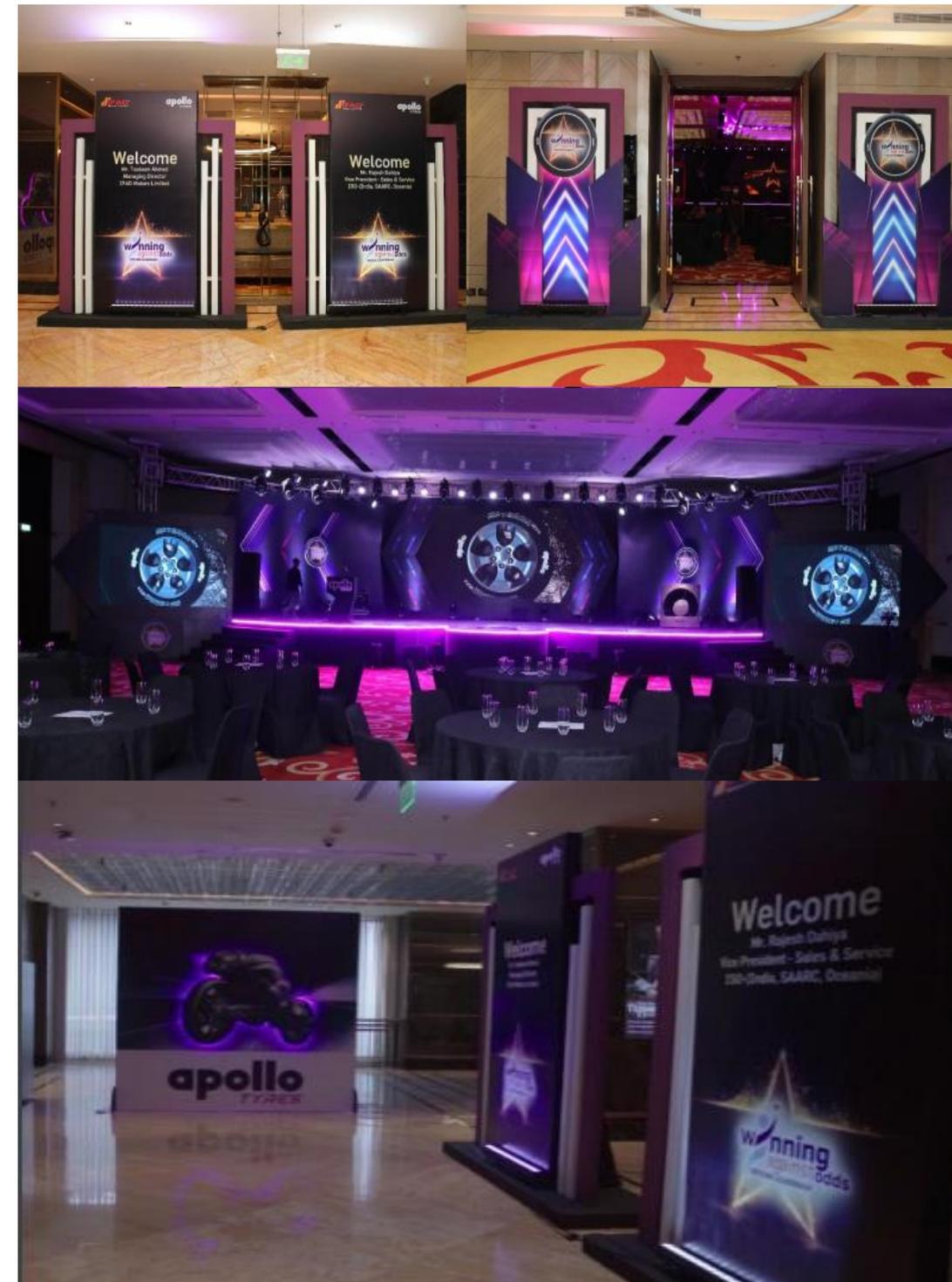
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A LEAP AHEAD : APOLLO'S DEALER CONFERENCE SETS NEW BENCHMARKS

Apollo Tyers launched the Apollo Vihaan Series and Apollo SL HD 18PR tyers at a dealer conference in Dhaka, themed "LEAP." The event, focused on innovation and collaboration, featured product launches, networking, and presentations. It successfully strengthened partnerships, generated interest, and reinforced Apollo's leadership in the tyre industry.



PUMA: REDEFINING DHANMONDI'S LIFESTYLE EXPERIENCE

PUMA, with Habson Communication, launched an interactive campaign in Dhanmondi, featuring a captivating outdoor visual at Rabindra Shorobor. The mobile-first approach engaged 200,000 visitors and reached 300,000 on social media. With a 90% redemption rate for discount coupons, the campaign successfully drove traffic to PUMA's new store and strengthened its brand image in Dhanmondi.



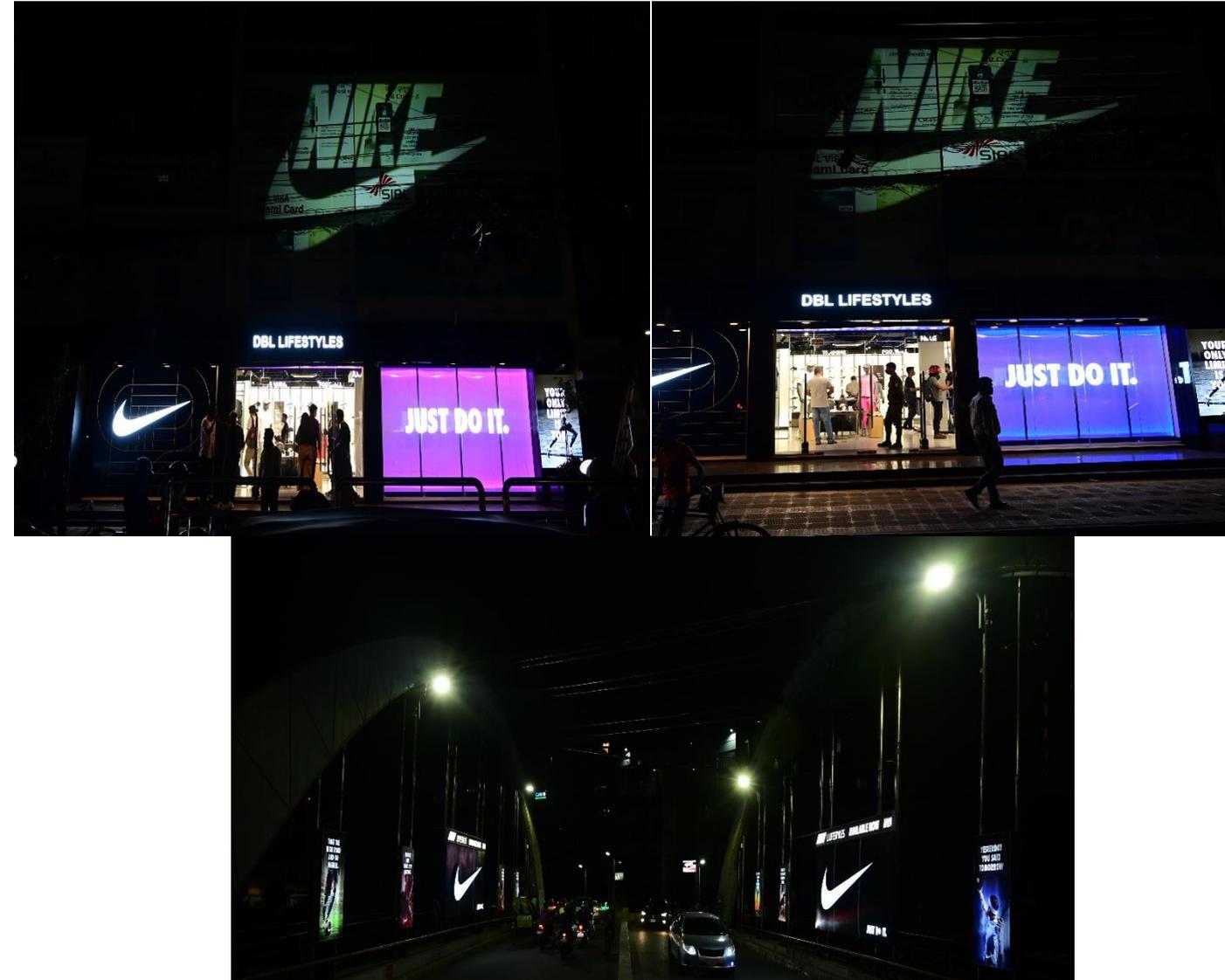
ISPAHANI BAZAR UTSHOB: A BEACON OF HOPE IN CHALLENGING TIMES

Amid rising inflation, Ispahani Tea, with Habson Communication, launched the "Ispahani Bazar Utshob" campaign to support communities by offering gifts with tea purchases. Reaching 14,190 consumers, the campaign boosted morale, strengthened brand loyalty, and generated BDT 5,777,222 in sales, showcasing the power of empathy in challenging times.



NIKE'S TRIUMPHANT DHAKA DEBUT : A MASTERCLASS IN BRAND BUILDING

For Nike's Dhaka store launch, Habson Communication executed a campaign to establish Nike as a premium fashion brand. The campaign used visually impactful ads, engaging digital content, and immersive experiences to generate excitement across generations. The strategy successfully created top-of-mind awareness, positioning Nike prominently in the local market.



ADIDAS TAKES DHAKA BY STORM : A FASHION REVOLUTION

Adidas, with Habson Communication, launched a campaign for its new Dhaka store, focusing on top-of-mind awareness and premium brand positioning. The strategy featured engaging content and exceptional advertising experiences, sparking conversations and capturing the city's attention. The campaign successfully established Adidas as a leading fashion and sportswear brand in Dhaka.





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সিমেন্ট

ভিত্তি, আগামীত



আমরা
আগামী

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INTERNATIONAL BRANDS



NATIONAL BRANDS



NATIONAL BRANDS



WE CAN HELP YOU

HABSON

Thank You

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