



ADCOMM LIMITED

A brief Company Profile

From a humble beginning 51 years ago to a proud advertising agency leading the marketing industry into the future today.

ADCOMM is one of the leading advertising agencies of Bangladesh. Established in 1974, we have been breaking new grounds in advertising and marketing communications for the last 43 years. Established by Geeteara Safiya Choudhury with a small team of 5 people and a revenue stream as little as ten thousand taka, ADCOMM has grown into an industry leader with more than Tk. 600 million in annual turnover. Besides revenue growth, we have also been able to create and nurture some of the most powerful brands Bangladesh has ever seen.

At ADCOMM, our strategy is simple. We believe great advertising makes way for big returns on investments. We constantly strive to achieve excellence in every job we do, for every client that wishes to avail our services. We hold our clients' interests in our hearts and always look out for achieving their business objectives better.

As a result, today we stand proud in claiming that almost half of the top brands of the country have been benefitted by using our expertise, and numerous national and international awards only validate our claim.

What do we do?

Advertising is an ever-evolving field. Our work constantly reshapes itself according to the dynamics of the society and the people we need to address. From a time when television and newspaper advertisements were thought to be the only job of an agency, the realities of brand management today requires a multi-discipline approach to touch the hearts of the audience through many different channels. Audience today absorbs information from a wide spectrum of sources, and we have continuously reinvented ourselves to always be on top of the game. Today, our expertise extends beyond traditional advertising and into the following areas:

- Strategic brand planning
- Creative ideation that is relevant and impactful
- Seamless execution to ensure effective delivery of the messages
- Media investment management – planning, buying, monitoring and tracking media footprints of brands to ensure highest return on investment
- Event management
- On-ground activation nationwide, or for specific niche audiences
- Film, audio-visual, and print production and publication
- Artist and talent management
- Public relations and media coverage management
- Digital marketing and Social Marketing

Our marks in the industry

A claim of excellence is only as good as its proof. And we have a whole lot of proofs to show for the work we have done. Some of the highlights in our journey include:

- We have provided strategic brand building and advertising services for a wide variety of products and brands in consumer products, telecommunications, pharmaceuticals and healthcare, toiletries and cosmetics, contraceptives, industrial and agricultural products, banks, insurance companies, real estate companies, hospitals, schools and universities, supermarkets, social and development projects, national events, and many more.
- According to Bangladesh Brand Forum, 9 out of 20 top brands in the country today are handled by our multi-disciplinary team.
- 22 out of 28 brands that we handle today are either number 1 or 2 in their categories.
- We are the first agency in Bangladesh to have received the Campaign Asia-Pacific's "South Asia Agency of the Year 2012 (Bronze)" award, alongside many other respected national and international awards over the years.



How do we do it?

ADCOMM today manages a blue-chip portfolio of local and multinational brands to deliver excellence in communications. Some of our strengths lie in a strategically placed setup that includes:

- More than 150 employees in the core agency team. This team includes some of the best industry professionals in areas of brand management, strategic planning, creative execution, media management, and client servicing.
- A network of sister concerns and affiliated companies that help us deliver our messages beyond the traditional channels of communication.
- Affiliation with MullenLOWE + Partners Worldwide – one of the largest agency networks in the world – helps us draw resources, knowledge, and expertise from all over the world. MullenLOWE + Partners are a member of Interpublic Group, with more than 180 offices in 80 countries and annual billing of over US\$ 16 billion. It is a network with which 6 of the top 10 global marketing entities chose to entrust their brands. We have been representing LOWE + Partners since 1996, a partnership that has been rewarding for both parties and is still growing stronger every day.



Some of our partner organizations that enable us to deliver 360 degree plus campaigns:

GraphicPeople | PeopleGroup



SIGNAGE



AKTI VISION
Integrated Marketing Action Group



A few of our clients you may recognize:



Some of the brands we are helping to grow:



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