



# প্রথম আলো

(The Daily Prothom Alo)

**Business Development**

Best Idea to Grow Advertising Sales



# Introduction



Bangladesh is located on one of the finest deltas in the world. Hence, the native people have a very special connection with the country's rivers. Our story is one of great **endurance** and **perseverance**.



Bangladeshi people have lacked proper infrastructure for many decades. Especially in transportation.



But slowly, the nation is growing and infrastructures are improving. The hunger to grow, improve and do better can be seen in modern Bangladeshis today.



The **glorious** Padma River divides the country into two parts. Therefore, the whole country is eagerly waiting for the completion of this **mega infrastructure** (largest bridge **6.15 km**) in Bangladesh.



And Prothom Alo's Strategic Team did not waste a second capitalizing on this opportunity.



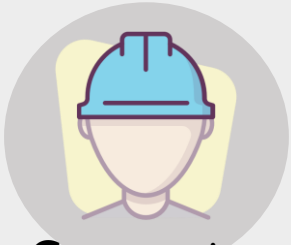
# So What did Prothom Alo Do?



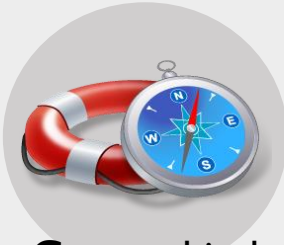
Before the last Slab was added, Prothom Alo Sales Team approached every local raw material company involved; with the Padma Shetu project proposal. The **objective** was simple, “approach advertisers with the idea that for the first time ever, the complete Padma Shetu will be **100%** visible”.

## Unique Concepts

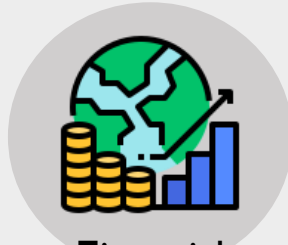
We approached a handful of advertisers with the communication that contents will be published on the Padma Bridge project on:



Construction



Geographical

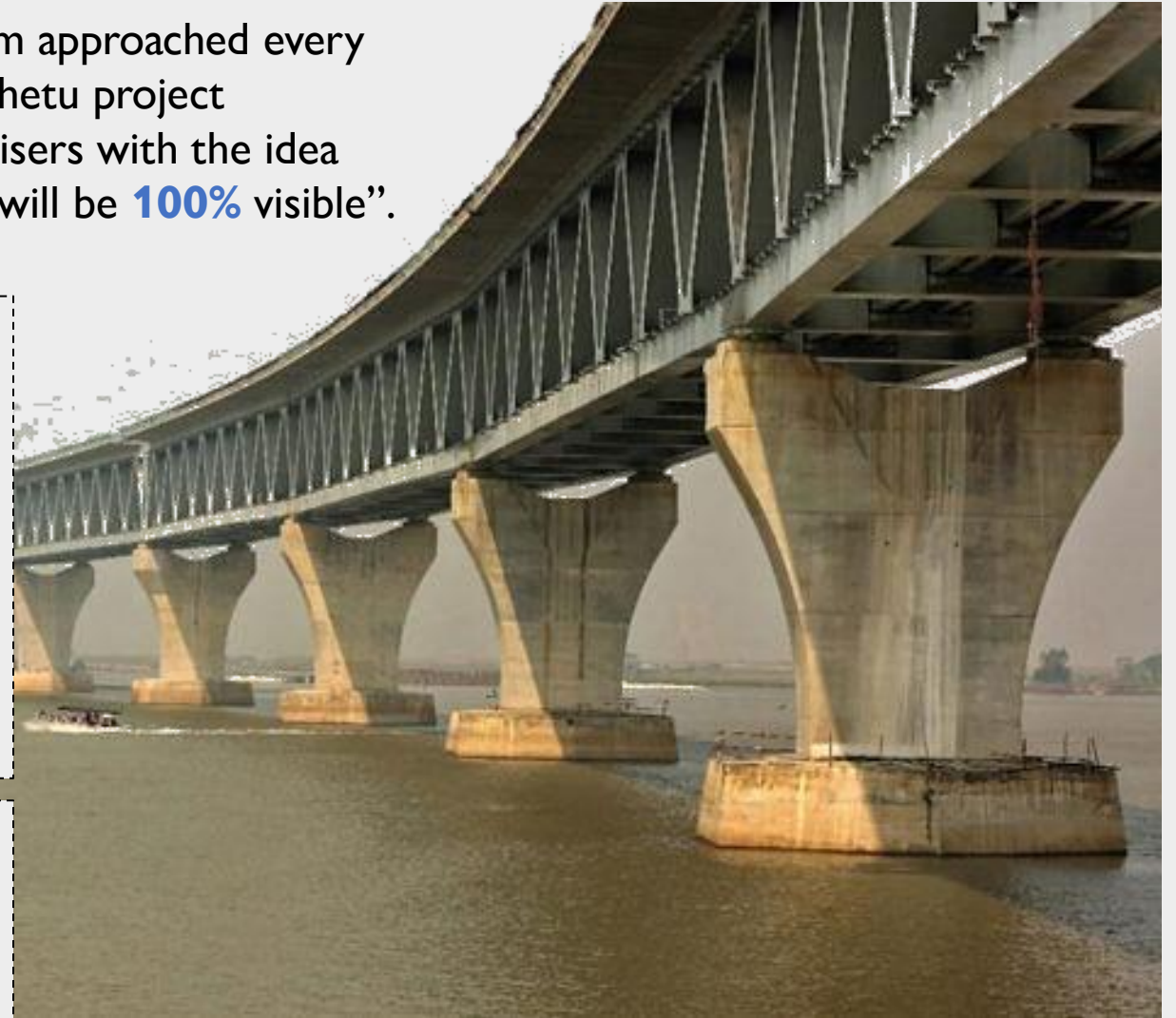


Financial



## Our Thought for Innovation & Creativity

Creating value for advertiser in the Padma Segment contents to be able to charge them **100%** (on top) premium charge for every **CI** in advertising.





# Execution Examples & Results



## Advertisements on Print

পূর্ণতার পথে  
স্বপ্ন সংযোগের সেতু

পদ্মা সেতু নির্মাণে গতিত সহযোগী

Jacket

Front Pages

Inner Pages

Back Page



Total CI Sold  
**499 CI**



Total Print Revenue (Ad Sales)  
**\$ 106,500**



Total Campaign Reach  
**6.7 Million**

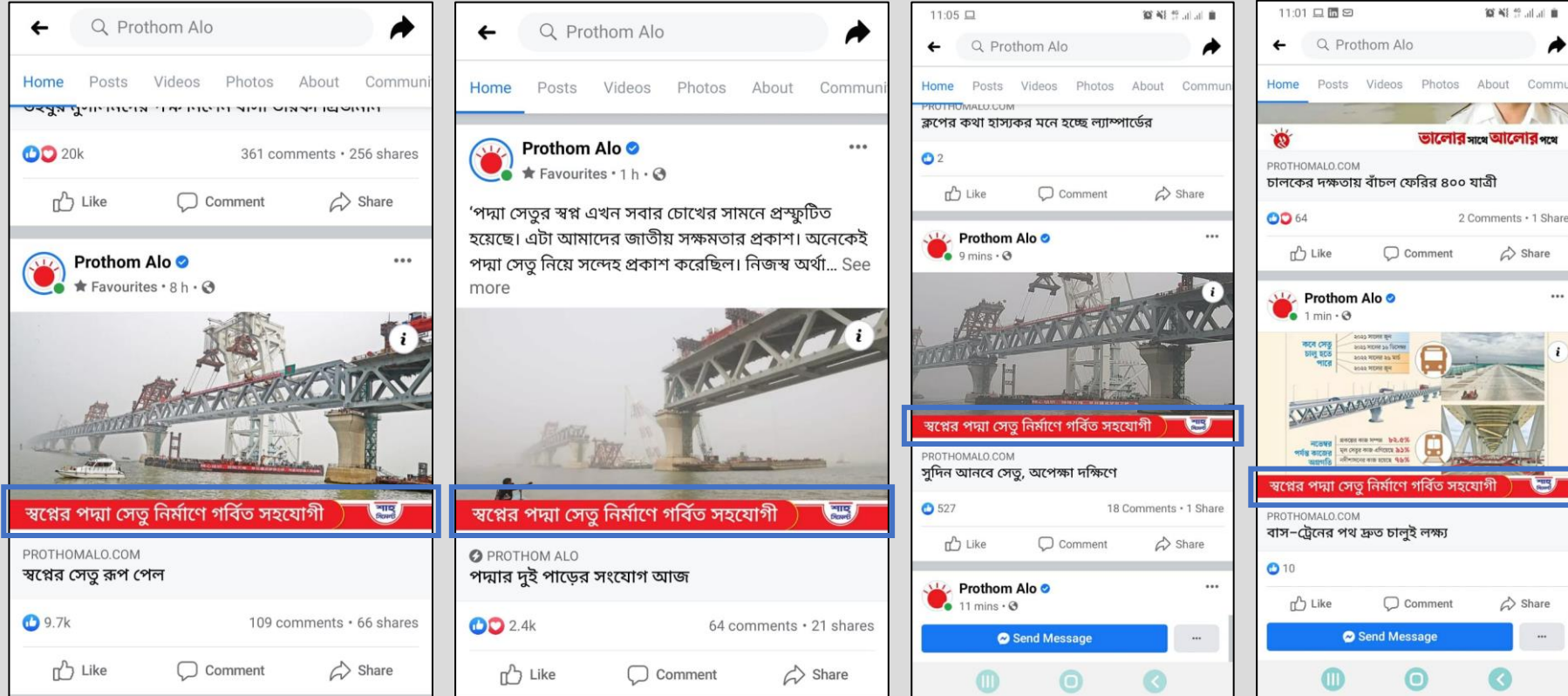




# Execution Examples & Results



## Advertisements on Digital



## Synergy Across Platforms

When we saw such positive feedback from our advertisers, it was only the next step to promote these contents online and on popular social mediums.

## Audience Engagement



Facebook Likes

**45K+**



Facebook Shares

**2.3K+**



Total Impressions

**10+ Million**



Total Digital Revenue (Ad Sales)

**\$ 12,350**

# Advertising Department Impacts



2020 was a year of great difficulties. The Corona Virus pandemic impacted Bangladesh in a very **negative** manner. More so because the country is over populated with **population heavy densities** everywhere.

With Businesses losing **money** and **productivity** during the pandemic, we were unable to meet advertising targets for months.

Our **Planning for Agility** Strategy delivered immense results for both **Prothom Alo** and its **Advertisers**!

## Padma Shetu Campaign for Prothom Alo



**\$ 118,850** execution enabled us to meet our **Revenue Target**

## Padma Shetu Campaign for Advertisers



Prothom Alo delivered **8+ Million reach** and **engagement**

## Padma Shetu Campaign for our Readers



Readers were very excited to be able to witness **100% visibility**