



FROM THE DESK OF CEO

Advertising and marketing are changing faster than ever. In the last 20 years, we've seen them go from print, radio, and television to social media and digital formats. But what's next? What will happen to marketing in 2020? I think that we are going to see more brands using technology like virtual reality to connect with their audience. There is so much that brands can do to leverage this technology, and we've seen that customers want to interact with companies on a human level rather than being sold to, so what better way to do that than bringing a rich-interactive experience right into their living room. Advertising will be 100% personalized by 2020. By then, there will be a multitude of devices, virtual reality, and new social networks.

To keep pace with the innovative trends, Unitrend is moving towards a more consultative client approach focusing on connecting the appropriate capability for the client's specific business need and consumer eco-system. At Unitrend, we work collaboratively with our clients to deliver the best possible value for their investment and in doing so we build an inseparable relationship with them by understanding their needs and delivering solutions that they truly value. We are firmly committed to their success.

With several years of experience in strategic and creative brand building ideas, we now stand for excellence in advertising solutions. We would like to thank our valued clients for their trust in us.

Taslim Ahmed
Chief Executive Officer

TOKEN OF APPRECIATION FROM BUP

Mohammed Saiful Alam, President, BUP Literature & Debating Club presented a crest to Unitrend Limited for associating as PR partner of BUP Inter University Debate competition 2017



IUB TEAM VISIT AT UNITREND

Dr. A.N.M. Shibly Noman Khan, Head of Human Resources Management of Independent University, Bangladesh made a courtesy visit with students of IUB at Unitrend office on November 2, 2017.

PARTICIPATION IN NSU CAREER FAIR 2017



Unitrend Limited participated at NSU Career Fair 2017. Through this event, students got a platform to know various information about Unitrend and were able to discuss about potential internship and job opportunities with our concerned representatives. We are happy that our initiative received very positive feedback from NSU faculties and students.



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Award giving ceremony of the 8th Berger Award for Excellence in Architecture 2017



Rupali Chowdhury, Managing Director of Berger Paints Bangladesh Limited, Architect Kazi Golam Nasir, President of IAB, Architect Shahnawaz Masud, Award Coordinator of (8th BAEA) are seen with the winners.

The award giving ceremony of the 8th Berger Award for Excellence in Architecture (BAEA) was held on November 23, 2017 at the Bangabandhu International Conference Centre (BICC), Agargaon, Dhaka. This biannual competition, organized since 2003 by Berger Paints Bangladesh Limited, in association with Institute of Architects Bangladesh (IAB), has created the most prestigious national platform where the brilliant architectural projects are rewarded. The different categories of the 8th BAEA: 1. Single Family Residence, 2. Multi-Family Residence, 3. Industrial 4. Commercial, Mercantile & Commercial Outlets, 5. Culture, Conservation and Institutions 6. Urban, Landscape, Renovation & Others and 7. Berger Young Architects' Award. Rupali Chowdhury handed over the award money and certificates and Architect Kazi Golam Nasir, President, IAB presented the crests to the award winners.

BPL DIGITAL LAUNCHING AND PARTNERS MEET



Unitrend Limited would like to take this opportunity to thank K-sports for the hospitality during the BPL Digital Launching & Meet the Partners event, that took place on November 2, 2017.

SOCIAL-MEDIA TRENDS TO PREPARE FOR IN 2018

Powerful social-media trends affecting both users and brands are strengthening and accelerating. Next year, social media is poised to create even more disruption as a number of new technological advancements go mainstream, and as social norms related to social media change. Here are the top 3 social media trends to prepare for as 2018 draws near.

Increasing popularity of Instagram Stories: Nearly half of all Instagram users will be using Stories by the end of 2018. This means that brands interested in connecting with Instagram users must take the time to master Instagram Stories.

Continued investment in influencer marketing: Over 90 percent of marketers who employ an influencer marketing strategy believe it is successful. Companies like North Face, Hubspot and Rolex use social media-based influencer marketing strategies to connect with new audiences and improve engagement with existing audiences.

Increasing brand participation in messaging platforms: Over 2.5 billion people use messaging platforms globally, and yet brands are still primarily focused on connecting with consumers on pure social networks. In 2018, expect brands to invest more time and money in connecting with consumers on messaging platforms. Artificial intelligence, voice assistants and chatbots will enable brands to offer personalized shopping experiences on messaging platforms like Messenger, WhatsApp and Kik.

<https://www.entrepreneur.com/article/300813>

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