



THE SMART PATH TO SUCCESS

ADVERTISING AGENCY

COMPANY PROFILE



Grus: Where brands ignite and stories unfold. From Bangladesh to the global stage, we craft experiences that redefine advertising excellence. Let us paint your brand's masterpiece.



THE SMART PATH TO SUCCESS

OUR ASSOCIATES

Biz Infographic
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Biz Infographic
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03





Here is the brief Meaning of Our Company Named Grus



G

Glamour

Your events and campaigns exude elegance and style, captivating every audience.

R

Remarkable

You consistently deliver outstanding and memorable experiences that stand out.

U

Unique

Each project is distinct and innovative, tailored to leave a lasting impact.

S

Spectacular

You create dazzling and impressive events and campaigns that wow every attendee and viewer.



THE SMART PATH TO SUCCESS



SHEIKH MD IKTARUL ISLAM

Managing Director

ABOUT HIM

Sheikh Md Iktarul Islam, the dynamic Managing Director of Grus Event, is a maestro of memorable moments. Leading his event management company with unparalleled creativity and precision, Iktarul transforms visions into spectacular realities. Known for his innovative flair, he seamlessly blends grandeur with meticulous detail, crafting events that linger in memory.

Under Iktarul's guidance, Grus Event has become synonymous with excellence, turning corporate functions, weddings, and private celebrations into extraordinary experiences. His passion and visionary leadership inspire his team to consistently push boundaries, making Sheikh Md Iktarul Islam a true architect of unforgettable events.



THE SMART PATH TO SUCCESS

ABOUT US

Past We were BTL House Now We are GRUS Advertising is getting tougher by the day. Whether FMCG, ecommerce, automobile, telecom, or any other industry, it's crucial for every industry to advertise their products using the right techniques. Which is where we come in. we come up with brand new ideas and creative concepts to promote products while making an impact on the audience.

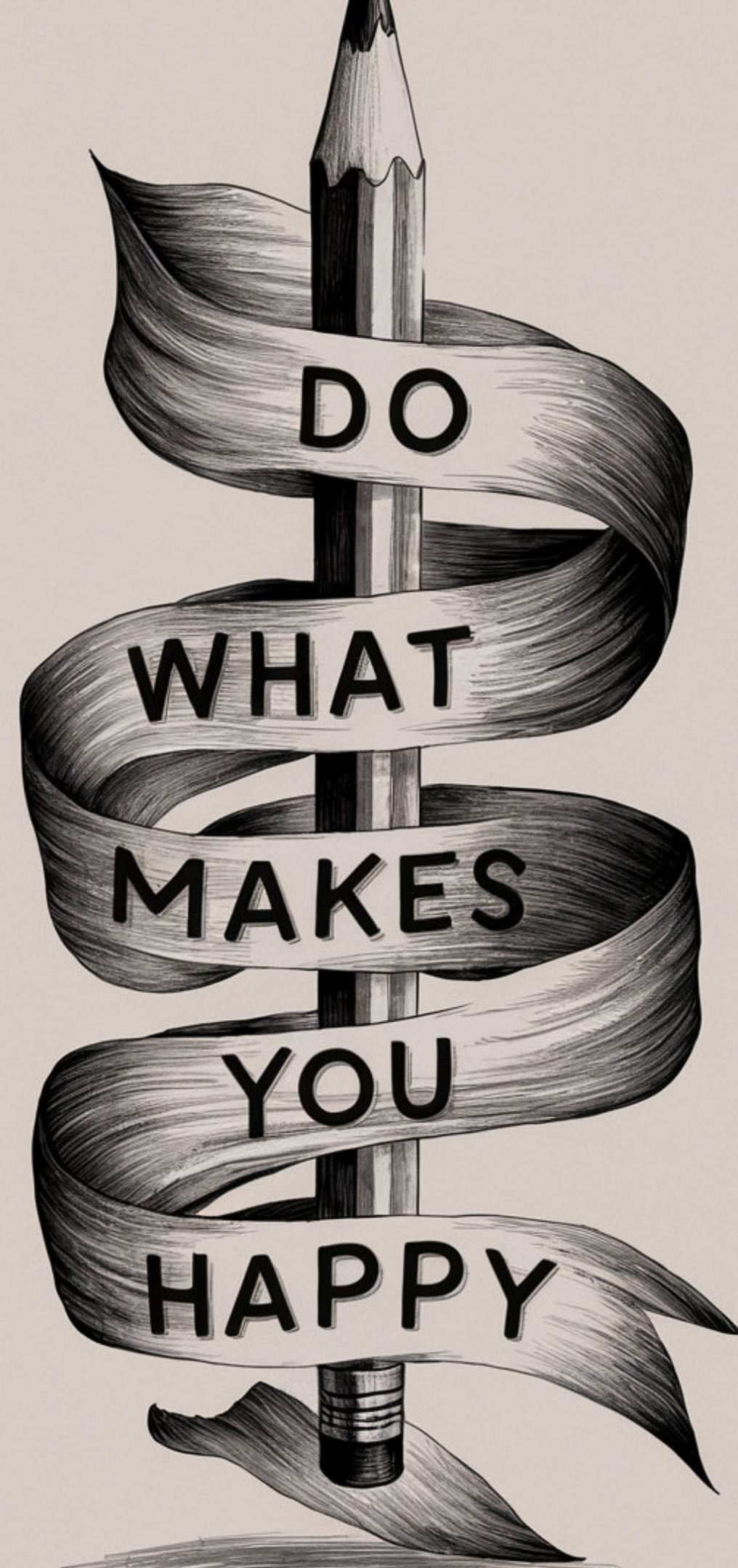




THE SMART PATH TO SUCCESS

THE ADAPTABILITY

The marketing world has changed dramatically over the last ten years. We at Grus have had to personally gone through a transformation to truly understand how to best market our business and because of this, we have analyzed every scope of marketing the industry has to offer.

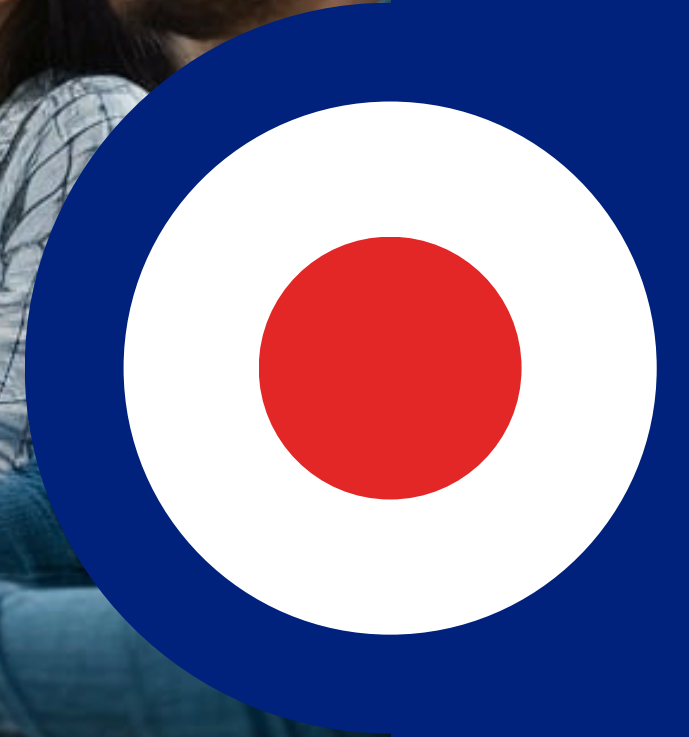




THE SMART PATH TO SUCCESS

WHY WORK WITH GRUS?

- 1 We have a proven track record of delivering innovative, successful marketing solutions
- 2 We passionately believe in what we do but never forget to have fun while we do it
- 3 A growing client list across a range of industry sectors is testament to our abilities
- 4 We work with our clients as one marketing team, helping to determine strategic and tactical direction
- 5 As an extension of your marketing team we will act as a sounding board for any ideas, challenges or to provide insight into new initiatives...offering expertise on tap when you need it
- 6 We pride ourselves on our pro-active approach and the ability to offer innovative solutions





THE SMART PATH TO SUCCESS

Our Field of Expertise

01

Below The Line Marketing

02

Creative Solutions

03

Digital Marketing





Boosting Marketing

Expert logistics for a seamless event flow from start to finish.



Boosting Marketing

Innovative marketing to boost public participation and visibility.



Secure & Compliant

Strict adherence to regulations for safe and compliant events.

FEW OF MANY - WORK EXPERIENCES

Government Events





GOVERNMENT EVENT

26th March Celebration 2021

Client : Gazipur City Corporation

Duration : 01 day

Location : Rajbari Field

Success Story : very much appreciated by the client.

Agency SOW: conceptualization , creative development, installation, vendor management





GOVERNMENT EVENT

Conference on Logistics in Bangladesh

Client : BIDA & BSCMS

Objective : A day long conference on Supply Chain Management in Bangladesh, to discuss further development in the sector of Supply Chain with expertise from abroad.

Duration : 01 day

Location : Radisson Blu, Dhaka

Success Story : very much appreciated by the client.

Agency SOW: conceptualization , creative development, installation, vendor management





GOVERNMENT EVENT

Anti Terrorism Unit- Seminar

Client : Anti Terrorism Unit, Bangladesh

Objective : A seminar held at ATU head office, where different defense head visited the seminar.

Duration : 01 day

Location : ATU head office, Dhaka

Agency SOW:, creative development, installation, vendor management





GOVERNMENT EVENT

Welcome Ceremony of High Commissioner of India

Client : IICCI

Objective : A grand welcome event for The High Commissioner of India to Bangladesh.

Duration : 01 day

Location : The Westin, Dhaka

Success Story : very much appreciated by the client.

Agency SOW: conceptualization , creative development, installation, vendor management





Flawless Execution

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WORK EXPERIENCES

Commercial Shows



COMMERCIAL SHOWS

Sun Glow- Musical Fest-1

Objective : A concert arranged for the city folks to enjoy.

Artists: Sana Khan, Noble, Anika, Rattri

Duration : 1 day

Location : Dhaka

Agency SOW: Setup, artist management, Sponsorship Management





COMMERCIAL SHOWS

Shreya Ghoshal Melody Night

Objective : A concert arranged for the city folks to enjoy.

Artists: Shreya Ghoshal, Tasnim Anika

Duration : 1 day

Location : Dhaka

Agency SOW: Setup, artist management, Sponsorship Management





COMMERCIAL SHOWS

Neha Kakkar Live in Dhaka

Objective : A concert arranged for the city folks to enjoy.

Artists: Neha Kakkar

Duration : 1 day

Location : Dhaka

Agency SOW: Setup, artist management, Sponsorship Management





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WORK EXPERIENCES

Launching Events



LAUNCHING EVENTS

DAIKIN AC Launch 2021

Client : Transcom Electronics

Objective : A launching event & annual meet event for Daikin Dealers.

Duration : 01 day

Location : Pan Pacific Sonargaon, Dhaka

Success Story : very much appreciated by the client.

Agency SOW: conceptualization , creative development, installation, vendor management





LAUNCHING EVENTS

Yamaha FZS Fi V 3.0 Launch

Client : ACI Motors Ltd

Objective : Launch of new YAMAHA Bike

Duration : 01 day

Location : Le Meridian, Dhaka

Success Story : Successfully launched the new bike through 3D projection mapping

Agency SOW: conceptualization , creative development, installation, vendor management





LAUNCHING EVENTS

Himoinsa Launching

Client : ACI Motors Ltd.

Objective : A launching event of Himoinsa Generator

Duration : 01 day

Location : Intercontinental, Dhaka

Success Story : very much appreciated by the client.

Agency SOW: conceptualization , creative development, installation, vendor management





LAUNCHING EVENTS

bKash - Visa Launching Event

Client : bKash

Objective : An additional service feature for bKash to add money from any Visa card or pay bill of Visa Credit Cards

Duration : 01 days

Location : Westin, Dhaka

Agency SOW: Creative development, installation, vendor management





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WORK EXPERIENCES

Outdoor Events



OUTDOOR EVENTS

YAMAHA RIDING FIESTA 2019

Client : ACI Motors Ltd.

Objective : A get- together event of Yamaha Bikers Club

Duration : 03 days

Location : Cox's Bazar

Agency SOW: creative development,
installation, vendor management





OUTDOOR EVENTS

Barisal Riding Fiesta 2021

Client : Yamaha

Objective : A get-together event of Yamaha Bikers Club.

Duration : 02 day

Location : Bell's Park, Barisal

Success Story : very much appreciated by the client.

Agency SOW: conceptualization , creative development, installation, vendor management





OUTDOOR EVENTS

IBPL Plant Anniversary Celebration 2021

Client : IBPL.

Objective : Celebrate 4th year anniversary of IBPL Plant.

Duration : 01days

Location : IBPL Plant, Gazipur.

Agency SOW: conceptualization , creative development, installation, vendor management





OUTDOOR EVENTS

Dhaka College 90th Batch Reunion

Client : Dhaka College batch 90.

Objective : An annual get together Of Dhaka College Batch 90.

Duration : 01days

Location : Aronnobash Resort, Gazipur.

Agency SOW: conceptualization , creative development, installation, vendor management





OUTDOOR EVENTS

SHOMPRITI'R 98

Client : SSC batch 98.

Objective : An annual get together Of ctg S.S.C Batch 98.

Duration : 01days

Location : Foy's Lake,Chattagram.

Agency SOW: conceptualization , creative development, installation, vendor management





OUTDOOR EVENTS

5TH Dhaka Bike Show- YAMAHA

Client : ACI Motors Ltd.

Objective : Like every year, this year also a bike show was held in Dhaka, where all the bike companies build stalls to showcase their bikes.

Duration : 03 days

Location : ICCB, Dhaka

Success Story : won the 1st prize on most attractive stall.

Agency SOW: conceptualization , creative development, installation, vendor management





OUTDOOR EVENTS

CTG University 28th Batch Reunion

Client : CTG University batch 28.

Objective : An annual get together Of CU Batch 28.

Duration : 01days

Location : Greenville, Madani Avenue, Dhaka

Agency SOW: Creative development, installation, vendor management





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WORK EXPERIENCES

Corporate Events

CORPORATE EVENTS

ASUS Partners' Meet 2021

Client : ASUS Bangladesh

Objective : An annual meet event for ASUS Partners.

Duration : 03 day

Location : The Palace Luxury Resort, Sylhet

Success Story : very much appreciated by the client.

Agency SOW: conceptualization , creative development, installation, vendor management



CORPORATE EVENTS

DAIKIN AC Launch 2021

Client : Transcom Electronics

Objective : A launching event & annual meet event for Daikin Dealers.

Duration : 01 day

Location : Pan Pacific Sonargaon, Dhaka

Success Story : very much appreciated by the client.

Agency SOW: conceptualization , creative development, installation, vendor management





CORPORATE EVENTS

Igloo Ice Cream Festival 2019

Client : Igloo Ice Cream BD

Objective : As like every year, the ice cream festival was held in CTG for the first time

Duration : 03 days

Location : Radisson Blu, CTG

Success Story : a huge crowd gathered for the unlimited ice cream with live music by celebrity singers

Agency SOW: creative development, installation, vendor management





CORPORATE EVENTS

ACI Women's Day 2019

Client : ACI Ltd., CB

Objective : Empowering women in the culinary industry of Bangladesh

Duration : 01 day

Location : ACI Center, Dhaka

Success Story : A successful and appreciated event

Agency SOW: conceptualization , creative development, installation, vendor management



CORPORATE EVENTS

ACI Chinigura Baburchi Summit 2019

Client : ACI Ltd., CB

Objective : Inspiring the chefs of Bangladesh.

Duration : 01 day

Location : ACI Center

Success Story : 95% guest turn-up, due to follow-up by the agency

Agency SOW: conceptualization , creative development, installation, vendor management





CORPORATE EVENTS

Coca Cola- Special Olympic World Games Abu Dhabi-2019

Client : Coca-Cola Bangladesh

Duration : 01 day

Location : National Sports Academy, Dhaka

Agency SOW: creative development,
installation, vendor management





CORPORATE EVENTS

Scan Cement- Dealers & Retailers Meet 2019

Client : Heidelberg Cement Ltd.

Objective : Pampering the dealers and retailers of Scan Cement to promote sales.

Duration : 01 day

Location : MOMO INN, Bogra

Success Story : Managing of 1800+ guests with daylong activities and celebrity entertainment.

Agency SOW: conceptualization , creative development, installation, vendor management





CORPORATE EVENTS

ACI Dealers Meet 2019- Expanding Possibilities

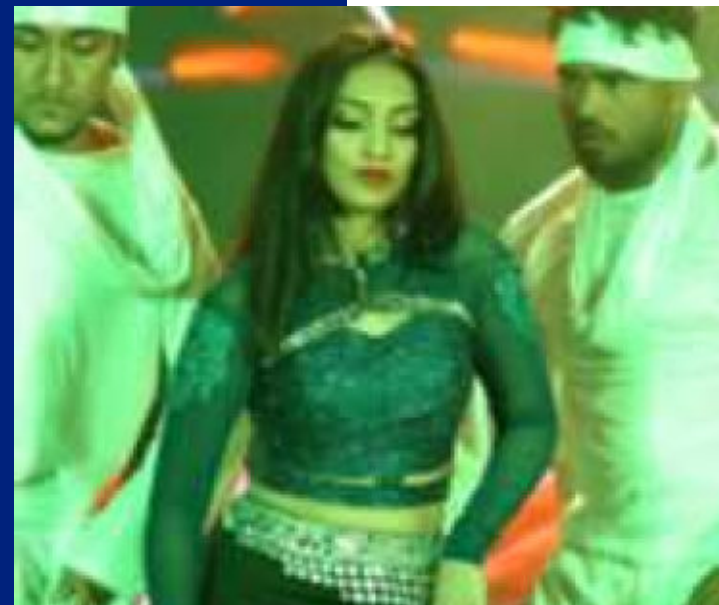
Client : ACI Motors Ltd.

Objective : Showcasing a new products to its dealers.

Duration : 02 days

Location : Seagull Hotel, Cox's Bazar.

Agency SOW: conceptualization , creative development, installation, vendor management



CORPORATE EVENTS

Yamaha- Bikers' Meet 2020

Client : ACI Motors Ltd.

Objective : Showcasing a new product and a get-together for the bikers group.

Duration : 01 day

Location : ACI Center

Agency SOW:, creative development, installation, vendor management





CORPORATE EVENTS

12th SAFOG Conference

Client : Reneta Ltd.

Objective : A conference to bring together all the pharma of Bangladesh

Duration : 03 days

Location : BICC

Agency SOW: creative development, installation, vendor management



CORPORATE EVENTS

bKash Event with RMG Owners

Client : bKash

Objective : An event to initiate the partnership with the owners of RMG

Duration : 1 day

Location : Le Méridien Dhaka

Agency SOW: conceptualization , creative development, installation, vendor management





CORPORATE EVENTS

COCA-COLA PARTNERS MEET 2020

Client : IBPL.

Objective : An Annual meeting's for Coca- Cola partners from all over Bangladesh.

Duration : 01 days

Location : Hotel Regency,Dhaka.

Agency SOW: conceptualization, creative development, installation, vendor management





CORPORATE EVENTS

HITACHI NIGHT - 2020

Client : Transcom Electronics.

Objective : An Annual meeting's for partners from all over Bangladesh.

Duration : 01 days

Location : ICCB ,Hall-1,Dhaka.

Agency SOW: Creative development, installation, vendor management



CORPORATE EVENTS

Beximco LPG Distributor Conference 2020

Client : Beximco LPG

Objective : An Annual meeting's for partners from all over Bangladesh.

Duration : 01 days

Location : Royal Tulip , Cox'sBazar

Agency SOW: Creative development, installation, vendor management



CORPORATE EVENTS

BEXIMCO LPG DISTRIBUTOR CONFERENCE 2020

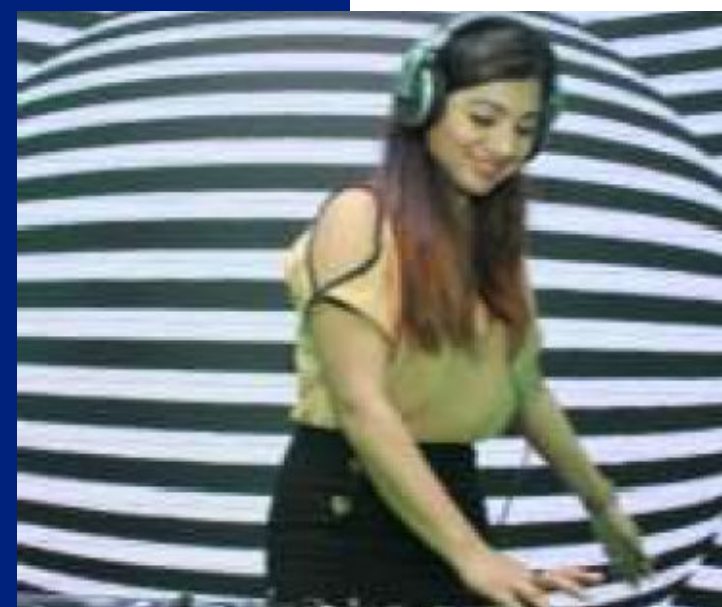
Client : Beximco LPG.

Objective : An Annual conference for Beximco LPG distributor.

Duration : 02 days

Location : Royal Tulip, Dhaka.

Agency SOW: Creative development, installation, vendor management



CORPORATE EVENTS

IGLOO RETAILER'S CONFERENCE 2020

Client : Igloo.

Objective : An Annual conference for igloo retailers .

Duration : 01 days

Location : ICCB, Dhaka.

Agency SOW: Creative development, installation, vendor management



CORPORATE EVENTS

Bolero Pickup Showcase

Client : Rangs Motors

Objective : Showcase of Bolero Pickup and lead generation for potential buyers

Duration : 1 day

Location : 20 Districts (1 day per event)

Agency SOW: conceptualization , creative development, installation, vendor management





CORPORATE EVENTS

SCAN CEMENT RETAILERS CONFERENCE 2020

Client : Scan Cement.

Objective : Annual retailers conference For scan cement retailers.

Duration : 01 Day.

Location : Magic Paradise ,Comilla.

Agency SOW: Creative development, installation, vendor management





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Secure & Compliant

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WORK EXPERIENCES

Annual Sales Conferences



ANNUAL SALES CONFERENCES

TRANSCOM DIGITAL SALES CONFERENCE 2019

Client : Transcom Bangladesh.

Objective : An annual sales conference of Transcom Digital

Duration : 02 days

Location : Cox's Bazar

Agency SOW: conceptualization, creative development, installation, vendor management





ANNUAL SALES CONFERENCES

IBPL Annual Sales Conference 2021

Client : IBPL

Duration : 02 day

Location : Bhawal Resort & Spa

Success Story : very much appreciated by the client.

Agency SOW: conceptualization , creative development, installation, vendor management





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WORK EXPERIENCES

Exhibitions & Fairs



EXHIBITIONS & FAIRS

Bike Show- YAMAHA

Client : ACI Motors Ltd.

Objective : Like every year, this year also a bike show was held in Dhaka, where all the bike companies build stalls to showcase their bikes.

Duration : 03 days

Location : ICCB, Dhaka

Success Story : won the 1st prize on most attractive stall.

Agency SOW: conceptualization , creative development, installation, vendor management





EXHIBITIONS & FAIRS

bKash BASIS SOFT EXPO CAMPAIGN

Client : bKash.

Objective : showcasing corporate products and service, attract future potential B2B partners.

Duration : 03 days.

Location : ICCB , Dhaka.

Agency SOW: Creative development,
installation, vendor management



EXHIBITIONS & FAIRS

IGLOO DITF 2020 CAMPAIGN

Client : IGLOO.

Objective : To install Igloo ice-cream stall And engagement activities

Duration : 1 month.

Location : DITF , Dhaka.

Agency SOW: Creative development, installation, vendor management





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WORK EXPERIENCES

Special Events



বৃহত্তম মোটরসাইকেল লোগোর
গিনেস ওয়ার্ল্ড রেকর্ডস এর অধিকারী এবার বাংলাদেশে
৯,২০৭ মোটরসাইকেল ছাড়া, ২৩ মার্চ ২০১৮ বাংলাদেশে অর্জন করে গিনেস ওয়ার্ল্ড রেকর্ডস এর খেতাব



www.grusevent.com

SPECIAL EVENTS

Guinness World Record YAMAHA

Client : ACI Motors Ltd.

Objective : YAMAHA Attempted a Guinness World Record of The largest motorcycle logo / image.

Duration : 01 day

Location : ICCB Expo Zone

Success Story : ACI Motors Limited is the current Record holder of GWR.

Agency SOW: conceptualization , creative development, installation, vendor management





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WORK EXPERIENCES

Activations: Road Show



ACTIVATIONS: ROAD SHOW

Suzuki- Road Show Activation

Client : Rancon Motorbikes

Objective : Pre-Eid Campaign, Promotion and sales

Duration : 6 months

Location : Nationwide

Agency SOW: Caravan design, HR Recruitment, Training, Route Selection





ACTIVATIONS: ROAD SHOW

Transcom Road Show

Client : Transcom Digital

Objective : promotional activities and awareness, along with brand visibility

Duration : 1 months

Location : Dhaka Metro

Agency SOW: conceptualization , creative development, installation, vendor management





ACTIVATIONS: ROAD SHOW

Transcom Caravan Activation Phase 2

Client : Transcom Digital

Objective : A caravan activation to promote product offers

Duration : 3 months

Location : Nationwide

Agency SOW: Conceptualization , creative development, installation, vendor management





ACTIVATIONS: ROAD SHOW

SAMSUNG CARAVAN ACTIVATION

Client : Transcom Digital.

Objective : Promoting and experiencing Samsung products.

Duration : 15 Day.

Location : Dhaka Metro.

Agency SOW: Creative development, installation, vendor management





ACTIVATIONS: ROAD SHOW

TRANSCOM DIGITAL VALENTINE'S ACTIVATION 2020

Client : Transcom Digital.

Objective : Valentine's Day Photo booth
With transcom Caravan branding.

Duration : 03 Day.

Location : Dhaka Metro.

Agency SOW: Creative development,
installation, vendor management





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WORK EXPERIENCES

Activations: Modern Trade



ACTIVATIONS: MODERN TRADE

Coca-Cola Christmas Van

Client : Coca-Cola

Objective : Christmas Day Décor at
Modern Trade

Duration : 1 Month

Location : Dhaka Metropolitan

Agency SOW: conceptualization , creative
development, installation, vendor management



ACTIVATIONS: MODERN TRADE

ACI FREE HEALTH CAMP

Client : ACI Flours

Objective : A health check up campaign in modern trade shop(Agora)

Duration : 2 Days

Location : Dhaka city

Agency SOW: Creative development, installation, vendor management





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WORK EXPERIENCES

Activations: D2D & Rural



ACTIVATIONS: D2D & RURAL

Beximco LPG Smart Cylinder D2D Activation

Client : Beximco LPG

Objective : promotional activities and awareness, along with brand visibility

Duration : 2 months

Location : Faridpur & Khulna

Agency SOW: conceptualization , creative development, installation, vendor management





ACTIVATIONS: D2D & RURAL

Kumarika Door To Door Sales Activation 2021

Client : Hemas Consumer Brands Objective : To generate more consumer through direct sales at discounted price.

Duration : 2 Months

Location : 8 Districts in 2 Divisions

Success Story : Reach – 2,28,000 consumers, we've reached 25,000+ houses in 418 market areas.

We've sold over 30,000 Kumarika Herbal Hair Oil & 25,000 Actiseep Soap.

Agency SOW: conceptualization , creative development, installation, vendor management





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WORK EXPERIENCES

Activations: Social Awareness & Brand Loyalty



ACTIVATIONS: SOCIAL AWARENESS & BRAND LOYALTY

Savlon Hand Rub Terminal Activation 2021

Client : ACI Ltd., CB, Savlon Objective : Following the COVID-19 pandemic, Savlon wanted to create an awareness of keeping hand clean of viruses; so placed Savlon booth on different terminals. Duration : 2 Months Location : Dhaka Metropolitan Success Story : a successful campaign, where thousands of people were protected from the spread of COVID – 19. Agency SOW: conceptualization , creative development, installation, vendor management





ACTIVATIONS: SOCIAL AWARENESS & BRAND LOYALTY

Savlon Park Activation 2021

Client : ACI Ltd., CB, Savlon Objective : Following the COVID-19 pandemic, Savlon wanted to create an awareness of corona virus & also do free health checkup of joggers; so placed Savlon booth on different park.

Duration : 1 Month

Location : Dhaka Metropolitan

Success Story : a successful campaign, where thousands of people were protected from the spread of COVID – 19.

Agency SOW: conceptualization , creative development, installation, vendor management



ACTIVATIONS: SOCIAL AWARENESS & BRAND LOYALTY

ACI Savlon Awareness Campaign

Client : ACI Ltd., CB, Savlon Objective :
Following the COVID-19 pandemic, Savlon wanted to create an awareness of keeping hand clean of viruses; so placed hand sanitizer dispenser on different crowded places, like- Bank, Mall, Hospital, stations etc.

Duration : 5 Months

Location : Nationwide

Success Story : a successful campaign, where thousands of people were protected from the spread of COVID – 19.

Agency SOW: conceptualization , creative development, installation, vendor management



ACTIVATIONS: SOCIAL AWARENESS & BRAND LOYALTY

ACI Savlon Hand Rub Mandir Activation

Client : ACI Ltd., CB, Savlon Objective :
Following the COVID-19 pandemic, Savlon wanted to create an awareness of keeping hand clean of viruses; distributed free Hand Rub sanitizer to the people visiting the mandirs during puja occasion

Duration : 4 Days

Location : All Puja Mandab in Dhaka Metro

Success Story : a successful campaign, where hundreds of people were protected from the spread of COVID – 19.

Agency SOW: conceptualization , creative development, installation, vendor management





ACTIVATIONS: SOCIAL AWARENESS & BRAND LOYALTY

ACI Shinex Mosque Activation

Client : ACI Ltd., CB,

Objective : Following the COVID-19 pandemic, Savlon wanted to create an awareness of stop spreading the virus. Therefore, we took the initiative to clean Mosques throughout Dhaka.

Duration : 1 Month

Location : Dhaka Metro

Success Story : a successful campaign, where many Mosques were cleaned by our team and products given for free

Agency SOW: conceptualization , creative development, installation, vendor management





ACTIVATIONS: SOCIAL AWARENESS & BRAND LOYALTY

DEKKO- Fruit Funda, Free sampling Campaign

Client : Dekko Foods

Objective : Generate sampling of the fruit flavor drink among the general people, to create a customer base

Duration : 2 months

Location : Dhaka Metro

Success Story : a successful campaign, where all the essays were published on a book

Agency SOW: conceptualization , creative development, installation, vendor management





ACTIVATIONS: SOCIAL AWARENESS & BRAND LOYALTY

DEKKO- Fruit Funda, Free sampling Campaign

Client : Dekko Foods

Objective : Generate sampling of the fruit flavor drink among the general people, to create a customer base

Duration : 2 months

Location : Dhaka Metro

Success Story : a successful campaign, where all the essays were published on a book

Agency SOW: conceptualization , creative development, installation, vendor management





ACTIVATIONS: SOCIAL AWARENESS & BRAND LOYALTY

ACI Pure Atta Matri Vashay Maa School Activation

Client : ACI Ltd., CB

Objective : On the occasion of Mother language day, we inspired the school children to write about their mother in a competition and reward the winner.

Duration : 2 months

Location : Dhaka Metro

Success Story : a successful campaign, where all the essays were published on a book

Agency SOW: conceptualization , creative development, installation, vendor management



ACTIVATIONS: SOCIAL AWARENESS & BRAND LOYALTY

Igloo School Activation

Client : Igloo Ice Cream

Objective : Promote Igloo Ice Cream among the school going children with fun and entertainment

Duration : 01 day

Location : Dhaka Metro

Success Story : Increase in sales and promotion

Agency SOW: conceptualization , creative development, installation, vendor management





ACTIVATIONS: SOCIAL AWARENESS & BRAND LOYALTY

bKash Garments Activation

Client : bKash

Objective : Increase bKash account among the garments workers and also managing with the garments owners to disburse the salary through bKash.

Duration : 6 Months

Location : Gazipur, Savar, Narayanganj

Success Story : Thousands of new bKash accounts opened

Agency SOW: conceptualization , creative development, installation, vendor management





ACTIVATIONS: SOCIAL AWARENESS & BRAND LOYALTY

Igloo Ice Cream Day Celebration

Client : Igloo Ice Cream

Objective : Celebration of Ice Cream day at different touch points of Dhaka city; School, Traffic signals, Campus and Corporate houses

Duration : 1 day

Location : Dhaka Metro



Agency SOW: conceptualization , creative development, installation, vendor management

ACTIVATIONS: SOCIAL AWARENESS & BRAND LOYALTY

Petronas G. Activation

Client : Petronas, United Lubricants

Objective : Product promotion with consumer benefits offers

Duration : 5 Months

Location : Nationwide

Agency SOW: Creative development, installation, vendor management





ACTIVATIONS: SOCIAL AWARENESS & BRAND LOYALTY

YAMAHA'S VALENTINE'S ACTIVATION 2020

Client : ACI Motors.

Objective : Yamaha Bike Showcasing, Photo Taking

Duration : 05 Day.

Location : Bashundhara City Shopping Mall,Dhaka.

Agency SOW: Creative development, installation, vendor management





ACTIVATIONS: SOCIAL AWARENESS & BRAND LOYALTY

SAVLON SCHOOL AWARENESS ACTIVATION

Client : ACI

Objective : Awareness for coronavirus and hygiene .

Duration : 05 Day.

Location : Dhaka Metro.



Agency SOW: Creative development, installation, vendor management



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Secure & Compliant

Strict adherence to regulations for safe and compliant events.

WORK EXPERIENCES

Trade Marketing



TRADE MARKETING

CURRENT WALL PAINTING

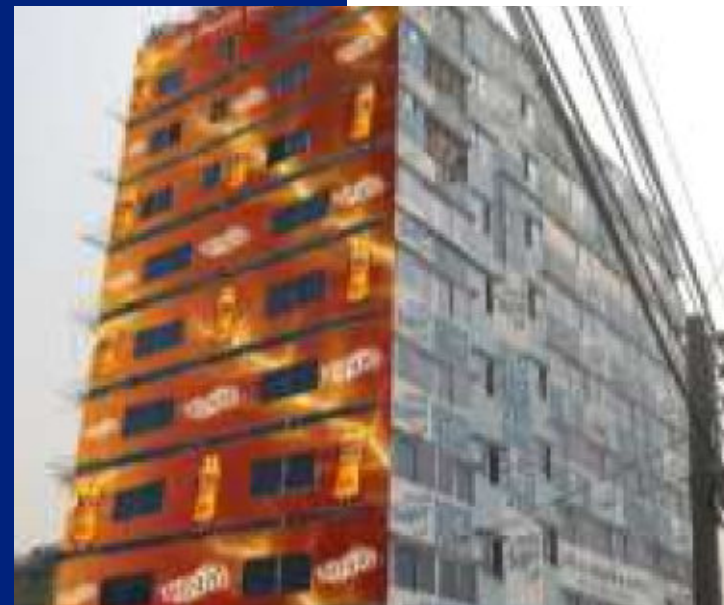
Client : Coca-Cola Ltd.

Objective : Outdoor branding

Duration : 1 Year

Location : Dhaka city, Narayangonj, Savar

Agency SOW: Creative development,
installation, vendor management





www.grusevent.com

TRADE MARKETING

SAVLON HOSPITAL BRANDING

Client : ACI

Objective : Hospital Branding.

Duration : 1 Year.

Location : Dhaka Metro.



Agency SOW: Creative development,
installation, vendor management



TRADE MARKETING

Himalaya Parlor Branding

Client : Himalaya Bangladesh

Objective : Parlor Branding.

Duration : 6 Months.

Location : Dhaka Metro.

Agency SOW: Creative development, installation, vendor management





Flawless Execution
Expert logistics for a seamless event flow from start to finish.

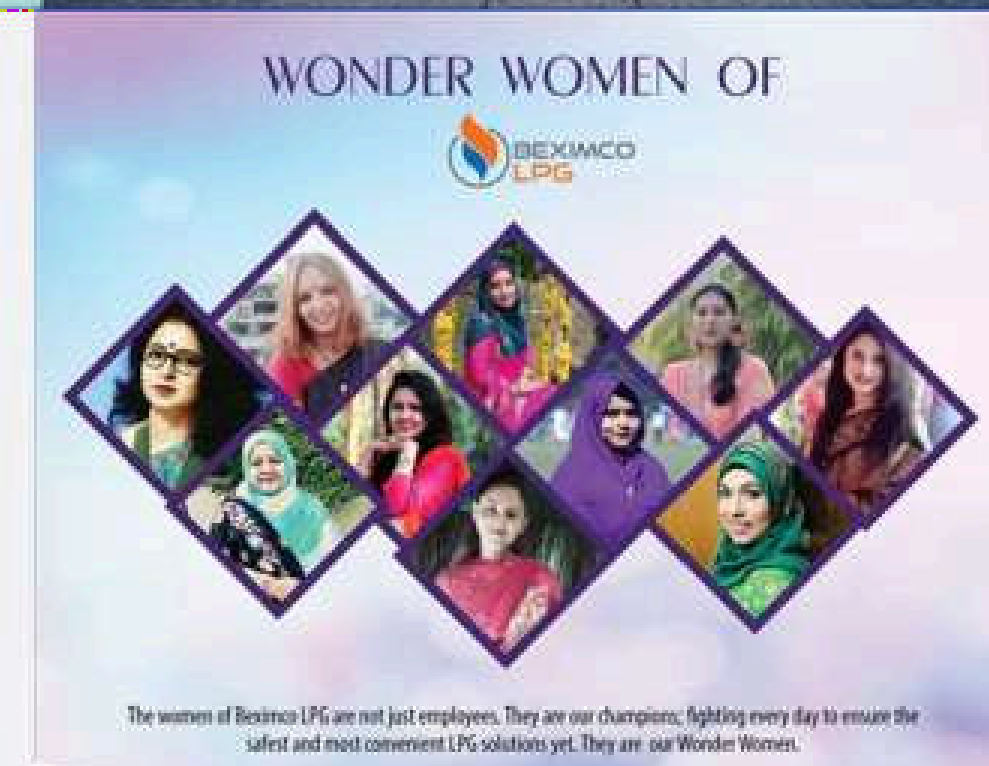
Boosting Marketing
Innovative marketing to boost public participation and visibility.

Secure & Compliant
Strict adherence to regulations for safe and compliant events.

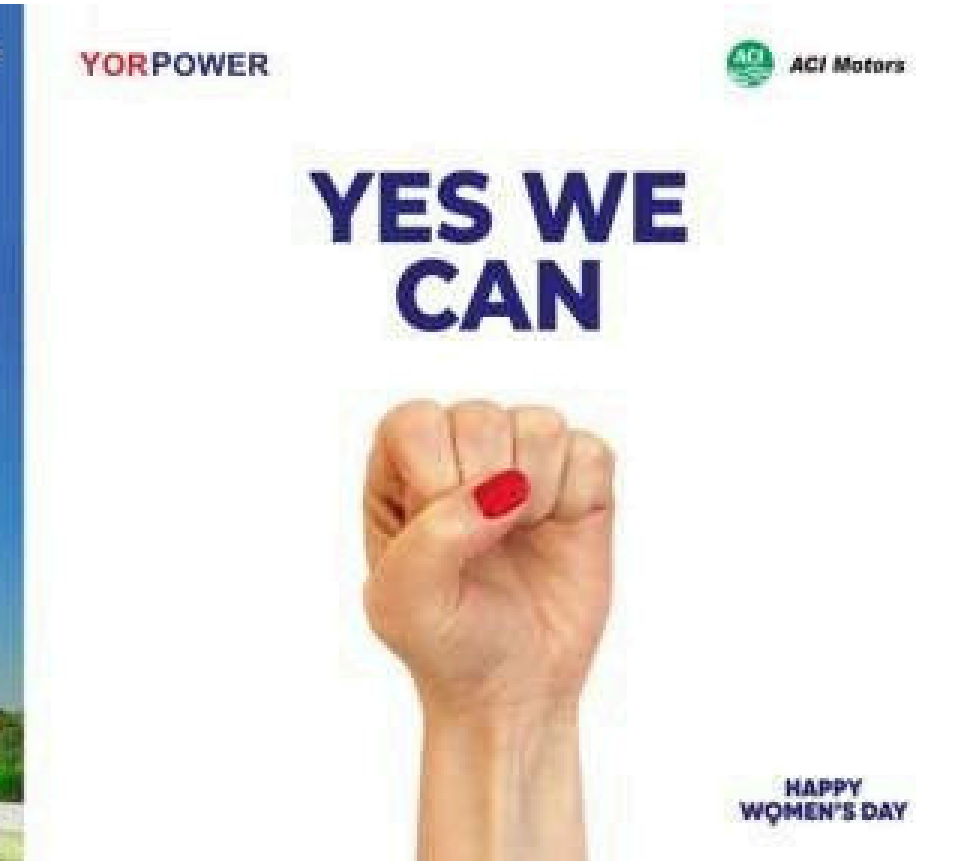


WORK EXPERIENCES

Digital Marketing









Flawless Execution

Expert logistics for a seamless event flow from start to finish.

Boosting Marketing

Innovative marketing to boost public participation and visibility.

Secure & Compliant

Strict adherence to regulations for safe and compliant events.

WORK EXPERIENCES

PR & Media Buying



THE SMART PATH TO SUCCESS

PROMINENT & WELL KNOWN ONLINE AND OFFLINE NATIONAL NEWSPAPERS

World Women's Day Honor Crest Design Competition in Mujib Year

বাংলাদেশ প্রতিদিন
ছেঁড়া কাগজ বিকৃত মরদেহ
জমে উঠেছে মারা উৎসব
খাদ্যশস্যের মজুদ বাড়াজে সরকার
পুলিশ পরিচয়ে ডাকতি, চক্রের আট সমন্বয়
বিজ্ঞপ্তি
শ্রীমতী বিনীত দেবী
১৬ শেখ পদ্মা

শেখ পদ্মা
বস্ত্রভায়া দেশি মুরগিতে বিয়ব
দুই বছরে সর্বনিম্ন তাপমাত্রা
সেইদিনে বিলাস শীতকালীন ন হইবে
সুখকার শ্রীমতী বিনীত দেবী
বিজ্ঞপ্তি
শ্রীমতী বিনীত দেবী
১৬ শেখ পদ্মা

শেখ পদ্মা
হেটমের পিনেমা পেশার কক
হাঙ্গামা বাহায়ে এক বছর পরে বেতন বহু
পুলিশ পরিচয়ে ডাকতি, চক্রের আট সমন্বয়
শিক্ষার মাসেয়নে সশেষন হচ্ছে কারিকুলাম
প্রধানমন্ত্রীর উপহারে বসে গেছে স্কুল নু-পেট্রীর জীবনযাত্রা
শ্রীমতী বিনীত দেবী
১৬ শেখ পদ্মা

শ্রীমতী বিনীত দেবী
খালি থাকবে ২ লাখের বেশি আসন
উত্তরে তীব্র শৈত্যপ্রবাহ, বিপর্যয়
শ্রীমতী বিনীত দেবী
১৬ শেখ পদ্মা



THE SMART PATH TO SUCCESS

PROMINENT & WELL KNOWN ONLINE AND OFFLINE NATIONAL NEWSPAPERS

Coca-Cola installs national symbols to celebrate Independence Day



বিশ্ববিখ্যাত বেভারেজ ব্র্যান্ড সি কোকাকোলা কোম্পানির প্রতিদায়িত্বকারী প্রতিষ্ঠান ইন্টারন্যাশনাল বেভারেজেস প্রাইভেট লিমিটেড স্বাধীনতার সুবর্ণজয়ন্তী উপলক্ষে বাংলাদেশের জাতীয় প্রতীকগুলো প্রদর্শন করবে। এই প্রতীকগুলো প্রদর্শন করা হবে কোকাকোলা এবং এর বিভিন্ন পার্টনার আউটলেটে। বাংলাদেশের আশ্রমের জনস্বার্থার্থের সৈন্যসিন জীবনে স্বাধীনতার চেতন উজ্জীবিত করাই এই প্রদর্শনের মূল লক্ষ্য।

Coca-Cola International Beverages Private Limited (IBPL) celebrates the golden jubilee of Bangladesh's independence by installing national symbols of Bangladesh in its partner outlets to commemorate the occasion. Through this initiative, IBPL intends to bring people closer to the 50 years celebration. The organizers said they want their customers to feel and celebrate the joy of the independence of Bangladesh through this initiative. They said, "The national symbols represent our country and the struggle we had put through as a nation to achieve independence 50 years ago. "Therefore, we took this initiative to make them feel involved in the sentiments of independence through these national symbols."



কোকা-কোলা



Coca-Cola International Beverages Private Limited (IBPL) celebrated the golden jubilee of Bangladesh's independence by installing national symbols of Bangladesh in its partner outlets to commemorate the occasion. Through this initiative, IBPL intends to bring people closer to the 50 years celebration. The organizers said they want their customers to feel and celebrate the joy of the independence of Bangladesh through this initiative.



THE SMART PATH TO SUCCESS

PROMINENT & WELL KNOWN ONLINE AND OFFLINE NATIONAL NEWSPAPERS

Coca-Cola installs national symbols to celebrate Independence Day



ONLINE: NEWS PORTAL



OFFLINE: NATIONAL NEWSPAPERS

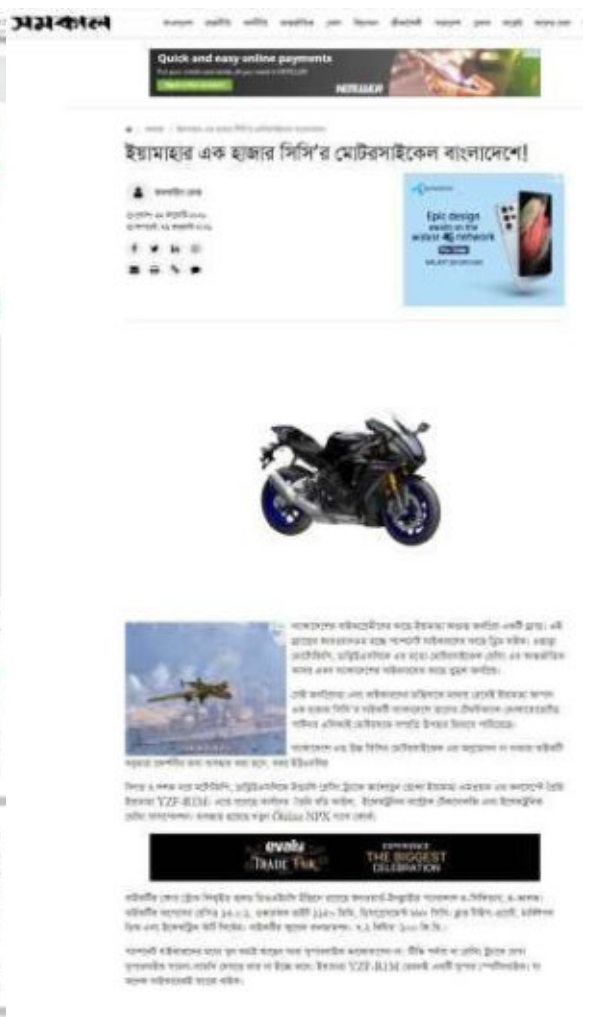




THE SMART PATH TO SUCCESS

PROMINENT & WELL KNOWN ONLINE NATIONAL NEWS PORTALS

Yamaha Launches 1000cc Motorbike in Bangladesh





THE SMART PATH TO SUCCESS

PROMINENT & WELL KNOWN ONLINE NATIONAL NEWS PORTALS

Coca-Cola Mask Distribution For Coronavirus Awareness

OFFLINE: NATIONAL NEWSPAPERS



'মাস্ক পরুন, নিরাপদ থাকুন, নিরাপদ রাখুন' - স্লোগান নিয়ে করোনা মহামারীর দ্বিতীয় পর্যায়ের সংক্রমণ রোধে মাস্ক পরিধানে সরকারের পদক্ষেপ সামনে রেখে দেশজুড়ে 'মাস্ক বিতরণ' এবং সচেতনতা কার্যক্রম শুরু করেছে আন্তর্জাতিক কোমলপানীয় ব্র্যান্ড কোকাকোলা কোম্পানির অঙ্গপ্রতিষ্ঠান ইন্টারন্যাশনাল বেভারেজ প্রাইভেট লিমিটেড (আইবিপিএল)। শনিবার রাজধানীর গুলশান-১ চত্বরে সীমিত পরিসরে আনুষ্ঠানিকভাবে মাস্ক বিতরণের মধ্য দিয়ে এ কর্মসূচি সূচনা করেন ইন্টারন্যাশনাল বেভারেজ প্রাইভেট লিমিটেডের ব্যবস্থাপনা পরিচালক তাপস কুমার মণ্ডল।

Yamaha Rider's Club (YRC) arranged "Riding Fiesta" in Barisal

বাইকে ইয়ামাহার অনুষ্ঠানে যোগ দিলেন বরিশাল সিটি মেয়র সাদিক আবদুল্লাহ

সম্প্রতি বরিশাল শহরের বঙ্গবন্ধু উদ্যানে ইয়ামাহার দিনব্যাপী এক আয়োজনে বরিশাল সিটি মেয়র সাদিক আবদুল্লাহকে। অনুষ্ঠানে যোগ দিতে মেয়র নিজেই তার ইয়ামাহা এমটি ১৫ মডেলের একটি মোটরবাইক চালিয়ে অনুষ্ঠানস্থলে আসেন। উদ্বোধনী বক্তব্যে তিনি বলেন, আমি নিজে একজন মোটরবাইকপ্রেমী। ইয়ামাহার এ ধরনের উদ্যোগ প্রশংসনীয়। এ অনুষ্ঠানের মাধ্যমে অনেকে সঠিক ও নিরাপদে মোটরবাইক চালনা শিখতে পেরেছে; যা বর্তমান সময়ে অত্যন্ত গুরুত্বপূর্ণ।



আসেন। এ সময় তিনি বলেন, "ইয়ামাহার এ উদ্যোগ প্রশংসনীয়। এর মাধ্যমে অনেকে সঠিক ও নিরাপদে মোটরবাইক চালনা শিখতে পেরেছে; যা বর্তমান সময়ে অত্যন্ত গুরুত্বপূর্ণ।" আয়োজনে ছিল টেস্ট রাইড, জিমখানা রাইডিং এবং সাংস্কৃতিক অনুষ্ঠান।

ইয়ামাহার বাইকে অনুষ্ঠানে বরিশাল সিটি মেয়র

সম্প্রতি বরিশাল শহরের বঙ্গবন্ধু উদ্যানে ইয়ামাহার দিনব্যাপী এক আয়োজনে আমন্ত্রণ জানানো হয় বরিশাল সিটি মেয়র সেরনিয়াবাত সাদিক আবদুল্লাহকে। অনুষ্ঠানে যোগ দিতে মেয়র নিজেই তার ইয়ামাহা এমটি ১৫ মডেলের একটি মোটরবাইক চালিয়ে অনুষ্ঠানস্থলে আসেন। উদ্বোধনী বক্তব্যে তিনি বলেন, আমি নিজে একজন মোটরবাইকপ্রেমী। ইয়ামাহার এ ধরনের উদ্যোগ প্রশংসনীয়। এ অনুষ্ঠানের মাধ্যমে অনেকে সঠিক ও নিরাপদে মোটরবাইক চালনা শিখতে পেরেছে; এ প্রশিক্ষণটি বর্তমান সময়ে অত্যন্ত গুরুত্বপূর্ণ।



মেয়র ইয়ামাহা রাইডার্স ক্লাবের সদস্য হিসেবে যোগদান করার ইচ্ছা পোষণ করেন। এছাড়া তিনি অনুষ্ঠানের মূল আকর্ষণ ইয়ামাহার সুপারস্পোর্টস বাইক আরওয়ানএম মোটরবাইকটি টেস্ট রাইড করেন ও সরকার অনুমোদিত হওয়ার পর তিনি সর্বপ্রথম মোটরবাইকটি কেনার আগ্রহ প্রকাশ করেন। তিনি বলেন, অনেকদিন পর বরিশালবাসী এই অনুষ্ঠানের মাধ্যমে একটি সুন্দর দিন উপভোগ করার সুযোগ পেয়েছেন ও তরুণরা তাদের মোটরসাইকেল সম্পর্কিত প্রশ্নগুলোর উত্তর পেয়েছেন। বরিশালের স্থানীয় বাইকারদের পাশাপাশি দেশের বিভিন্ন প্রান্ত থেকে বাইকাররা যোগ দেন এ আয়োজনে। আয়োজনের মধ্যে ছিল টেস্ট রাইড, জিমখানা রাইডিং ও সাংস্কৃতিক অনুষ্ঠান।

সুপ্রান্তর | ৭
বড়বাইরে
সংখ্যা ৭৮৫
মঙ্গলবার ২৩ মার্চ ২০২১ • ৯ চৈত্র ১৪২৭

কালের কণ্ঠ
সোমবার | ৮ চৈত্র ১৪২৭ | ২২ মার্চ ২০২১
a2z@kalera.com



ইয়ামাহার মোটরবাইক রাইড

বাইকারদের মিলনমেলা

সম্প্রতি বরিশালে বঙ্গবন্ধু উদ্যানে ইয়ামাহার দিনব্যাপী এক আয়োজনে আমন্ত্রণ জানানো হয় বরিশাল সিটি মেয়র সেরনিয়াবাত সাদিক আবদুল্লাহকে। অনুষ্ঠানে যোগ দিতে মেয়র নিজেই মোটরবাইক চালিয়ে অনুষ্ঠানস্থলে আসেন। তিনি বলেন, আমি নিজে একজন মোটরবাইকপ্রেমী, এ ধরনের উদ্যোগ প্রশংসনীয়। এ অনুষ্ঠানের মাধ্যমে অনেকে সঠিক ও নিরাপদে মোটরবাইক চালানো শিখতে পেরেছে। এ প্রশিক্ষণটি বর্তমান সময়ে অত্যন্ত গুরুত্বপূর্ণ। এ ছাড়া তিনি অনুষ্ঠানের মূল আকর্ষণ ইয়ামাহার সুপার স্পোর্টস বাইক আর ওয়ান এম মোটরবাইকটি টেস্ট রাইড করেন এবং সরকার অনুমোদিত হওয়ার পর তিনি সর্বপ্রথম মোটরবাইকটি কেনার আগ্রহ প্রকাশ করেন। বরিশালের স্থানীয় বাইকারদের পাশাপাশি দেশের বিভিন্ন প্রান্ত থেকে বাইকাররা যোগ দেন দিনব্যাপী এ অনুষ্ঠানে। এর মধ্যে ছিল টেস্ট রাইড, জিমখানা রাইডিং এবং সাংস্কৃতিক অনুষ্ঠান।

ইয়ামাহার মোটরবাইক রাইড
সম্প্রতি বরিশাল শহরের বঙ্গবন্ধু উদ্যানে ইয়ামাহার উদ্যোগে অনুষ্ঠিত হয় দিনব্যাপী নানা আয়োজন। এই আয়োজনে বরিশাল সিটি মেয়র সেরনিয়াবাত সাদিক আবদুল্লাহ অংশ নিয়ে নিজের ইয়ামাহা এমটি ১৫ মডেলের মোটরবাইক চালিয়ে আসেন। তিনি আয়োজনে দেখে ইয়ামাহা রাইডার্স ক্লাবে সদস্য হিসেবে যোগও দিয়েছেন। তিনি অনুষ্ঠানের মূল আকর্ষণ ইয়ামাহার সুপারস্পোর্টস বাইক আরওয়ানএম মোটরবাইকের টেস্ট রান করেন।



বরিশালে রাইডিং ফিেষ্টা

চাকা, খুলনা ও করকরাচারের পর ইয়ামাহা রাইডার্স ক্লাবের আয়োজনে রাইডিং ফিেষ্টা অনুষ্ঠিত হলো বরিশালে। সম্প্রতি বরিশালের বঙ্গবন্ধু উদ্যানে আয়োজন স্বাস্থ্যবিধি মেনে অনুষ্ঠিত হয় মোটরসাইকেল রাইডারদের নিয়ে জনপ্রিয় এই অনুষ্ঠান। দিনব্যাপী এই আয়োজনে দেশের বিভিন্ন প্রান্ত থেকে অংশগ্রহণকারীরা মোটরসাইকেলে বরিশালে উপস্থিত হন। আয়োজনে বাড়তি মজা যোগ করে ইয়ামাহার ১০০০ সিলিঙ্গ সুপারবাইক আর বাইক। অনুষ্ঠানে ইয়ামাহা রাইডার্স ক্লাবের সদস্যদের পাশাপাশি উপস্থিত ছিলেন এমআই মেটরসের নির্বাহী পরিচালক সুরত রজন দাস, জেলাবলে মাসজোর সেলস জর্জির হোসেন এবং ইয়ামাহার স্থানীয় ডিলার ও উর্ধ্বতন কর্মকর্তাবৃন্দ।



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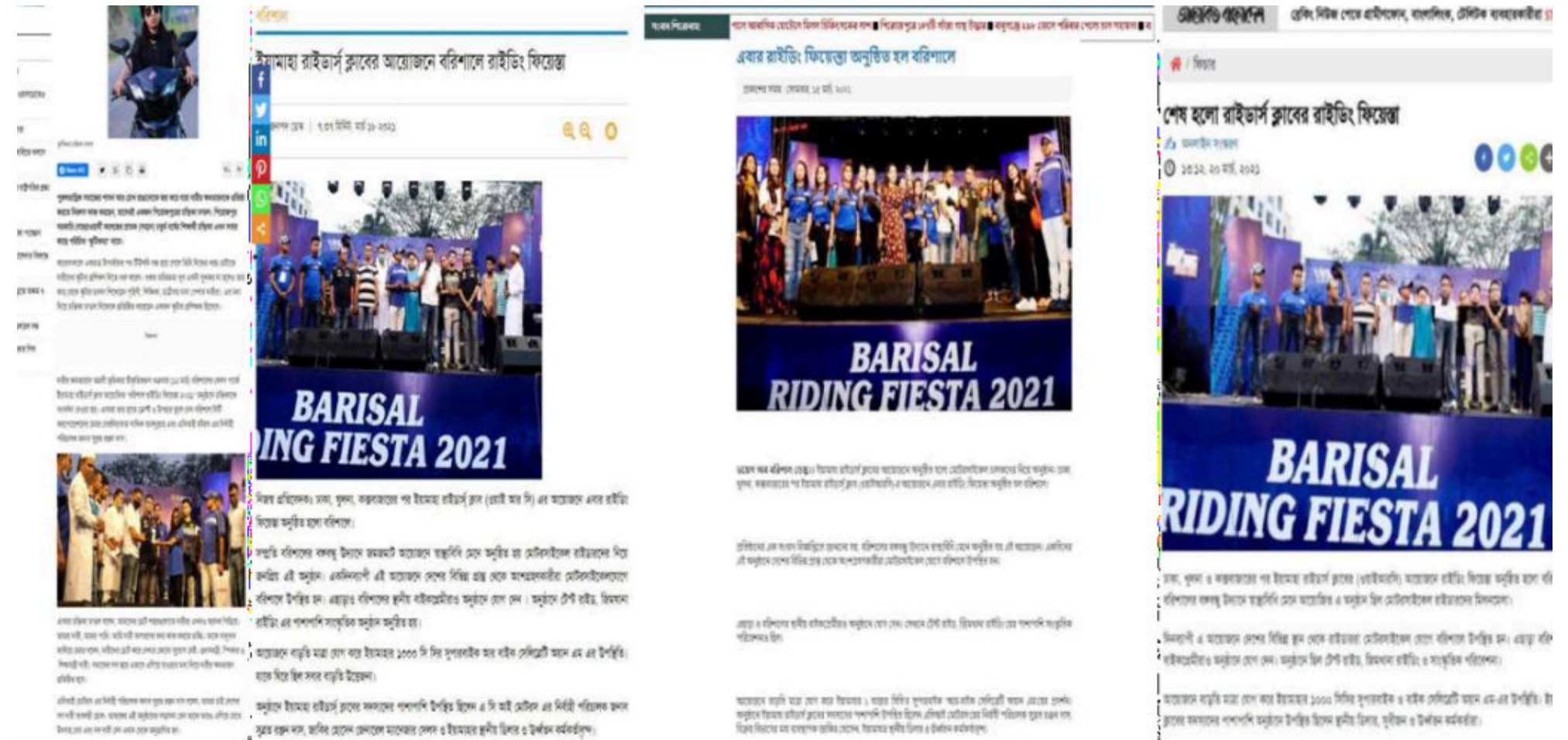


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ইয়ামাহা রাইডার্স ক্লাব : ইয়ামাহা রাইডার্স ক্লাবের উদ্যোগে ওয়াইআরসি ব্যাডমিন্টন ফেস্ট সম্প্রতি শেষ হয়েছে। গত ৩ জানুয়ারি শুরু হওয়া টুর্নামেন্টে ২২০ জন প্রতিযোগী অংশ নেন। ঢাকার ভেজনাওয়ার বিজি গ্রুপ মাঠে ফাইনাল খেলার অনুষ্ঠানে প্রধান অতিথি ছিলেন এসিআই মোটরসের নির্বাহী পরিচালক সুরত রঞ্জন দাস। সংবাদ বিজ্ঞপ্তি



ইয়ামাহা রাইডার্স ক্লাবের উদ্যোগে 'ওয়াইআরসি ব্যাডমিন্টন ফেস্ট'-এর সমাপনী অনুষ্ঠিত হয়েছে। সারা দেশ থেকে ২২০ জন প্রতিযোগী এতে অংশ নেন। সমাপনী অনুষ্ঠানে অতিথি ছিলেন এসিআই মোটরসের নির্বাহী পরিচালক সুরত রঞ্জন দাস এবং ইয়ামাহা বাংলাদেশের উর্ধ্বতন কর্মকর্তারা। বিজ্ঞপ্তি



ইয়ামাহা রাইডার্স ক্লাবের উদ্যোগে 'ওয়াইআরসি ব্যাডমিন্টন ফেস্ট'-এর সমাপনী অনুষ্ঠিত হয়েছে। সারা দেশ থেকে ২২০ জন প্রতিযোগী এতে অংশ নেন। সমাপনী অনুষ্ঠানে অতিথি ছিলেন এসিআই মোটরসের নির্বাহী পরিচালক সুরত রঞ্জন দাস এবং ইয়ামাহা বাংলাদেশের উর্ধ্বতন কর্মকর্তারা। বিজ্ঞপ্তি

YRC badminton fest concludes

Yamaha Riders Club, largest bikers' community in Bangladesh, organised a badminton tournament across the country.

The final of the two-week long YRC Badminton Fest was held at BG Press Field on Saturday night. ACI Motors Executive Director Subrata Ranjan Das along with other high officials from Yamaha Bangladesh presented at the prize giving ceremony.

Jony and Babu from YRC Rajshahi win Championship in Boys category while Redoy and Nahid from YRC Mymensingh are runners up. In girls category Misfeka and Nima from CMBD are champion and Easha and Sarmin get runners up title. In combine category, Misfeka, Shezan become champion and Nima, Arif are runners up.

Some 220 members across the country participated in the two week long competition began on January 3. Yamaha Riders Club has around 30 thousand members.





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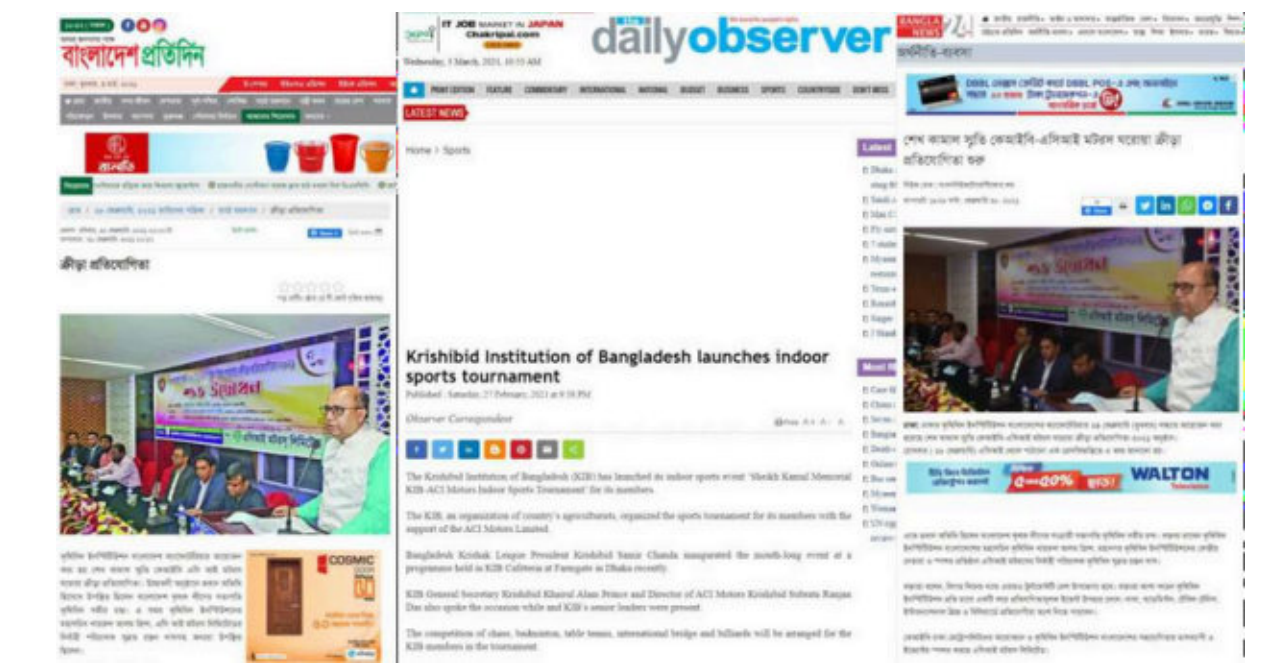


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THANK YOU!