



Scorecard Limited

**Overview of a modern-day
integrated Media Agency of
Bangladesh**

ABOUT SCORECARD LIMITED

The media industry has long needed a shift in how media buying is done. For too long, digital and traditional channels have been treated separately—often leading to conflicting strategies and missed opportunities. Instead of working against each other, these channels should work in sync to better serve brands and suppliers.

Recognizing this gap, the founders of our agency came together to build a more unified and transparent approach. We believe media buying should be integrated, strategic, and collaborative—bringing digital and traditional together to create stronger outcomes.

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What We Do

At our core, we are a modern integrated media agency dedicated to delivering 360-degree media solutions that drive impact and performance. We specialize in strategical media approach, before every media buying or planning we deep dive from what angle we can reach our audience and what are the innovative approaches we can do. Then we design our ATL and digital approaches. With insight from ATL data and consumer data from digital team be it Apps or Website or social we combine them to make next level decision. Leveraging advanced data analytics, we help brands gain valuable insights and optimize campaigns. Additionally, we offer specialized services in sports media buying, connecting brands with high-engagement audiences through strategic sports partnerships and sponsorships.



Key Clients we are working with

We work with many brand from small E-commerce to FMCG to beauty care products. We deliver TV media buying to drive awareness to website conversion to derive sales and ROI. Below are some of our clients and Their detail.



: For multiple brands under the Abul Khair umbrella, we provide strategic media buying services to drive brand awareness and accelerate sales across key campaigns. We provide them performance marketing as well innovative digital media placement solution.



: We manage performance marketing and digital PR for Shohoz, focusing on enhancing visibility and driving sales for their Shohoz Air and Bus service verticals. Throughout the tenure of working with them we have reduced their cost per customer acquisition as well as cost per ticket sales.



:As a premium e-commerce brand, BHN relies on our e-commerce marketing expertise to boost ROAS, attract high-quality traffic, and strengthen their digital brand presence.

Key Clients we are working with



: We are helping Nirman International overcome challenges in brand visibility and lead generation by executing data-driven performance marketing strategies aligned with their goals.



: We support IDP Education and IDP IELTS with end-to-end digital marketing services, aimed at lead generation, brand awareness, and strengthening their position in the education and test prep market.



: Natura is a local, female-focused brand. We are supporting them with TikTok advertising, as well as media buying across Facebook and Google platforms, to build strong brand recognition and drive consistent sales growth. We provide them Natural ATL and digital service where their brand fits.

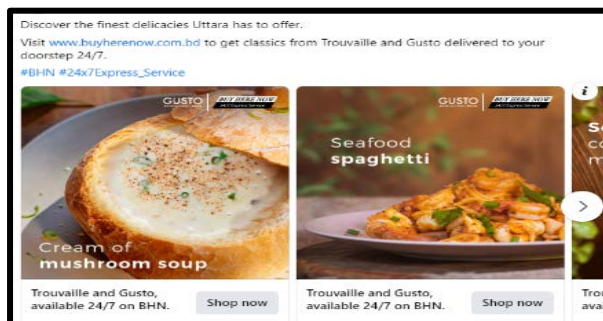
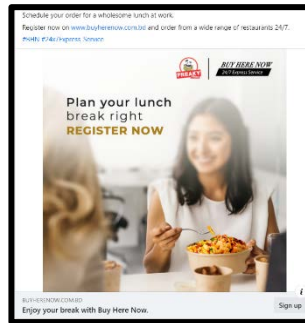
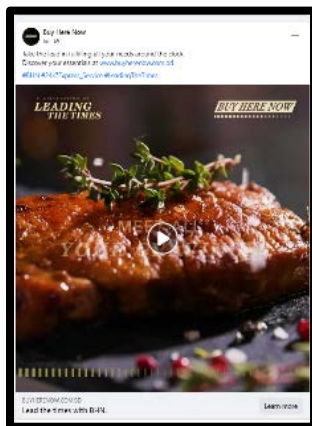
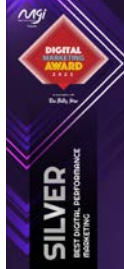


Seeing beyond

: Zeiss recently launched their operation with Opsis as ops vision care in Gulshan. They provide global standard eye wear and eye care for Bangladeshi Consumer. We provide them instore visiting customer as well as ensure adequate online sales through performance marketing

**SIGNIFICANT CAMPAIGNS
WE HAVE DONE TILL NOW**

BUY HERE NOW E-Com Business Lift



Brand Objection and Issues:

BUY HERE NOW, is an e-commerce catered towards the affluent TG of Dhaka. The brand wanted the most efficient way to ensure this TG to our website and make profit.

How we solved it:

Finding the right TG is tough when we are catering to a small niche.

So we applied a 4 Step funnel.

From Awareness to purchase we filtered the audience in each segment with their intent. Interaction with our advertisement and website.

After operating for 2 Months we found the results were coming up

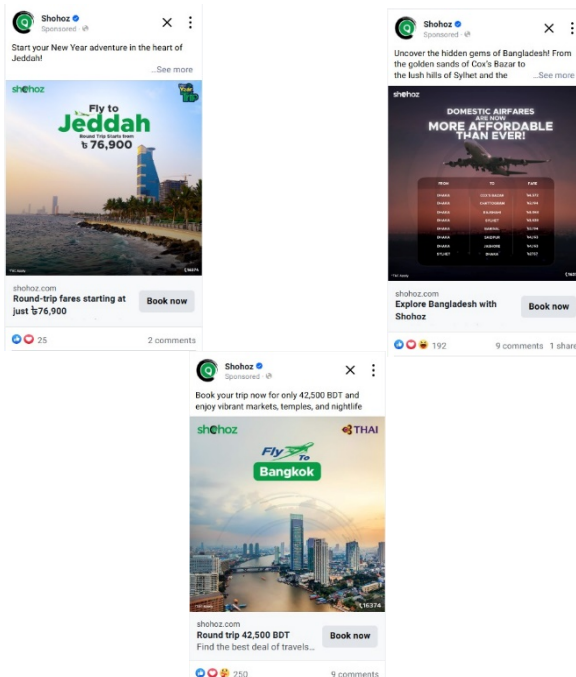
We applied this funnel for 2 years and brought down cost per purchase ensuring ROI.

Result:

Revenue went to 8.2 MLN BDT from 4.8 MLN BDT Monthly

ROAS started with 4.6 and rose to 8.2. We started with a loss making e-commerce and turned it into a profit making one. In Exchange we bagged multiple awards for the campaigns

Air Ticket Selling Efficiency Through Performance Marketing



Brand Objection and Issues:

Shohoz is a prominent ticketing company in Bangladesh. They have been operating with BUS and Train ticket for 10 years. Recently they launched Air Ticket from their platform.

They were struggling to gain market share within the air ticket industry.

How we solved it:

We have implemented multi-channel approach.

Used some channel to drive awareness

Most channel to drive right traffic.

Since ticket is a short-term decision-making product.

Our 7 to 15 days retention model ensures new customer and efficient conversion rate.

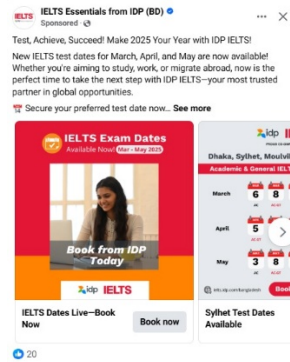
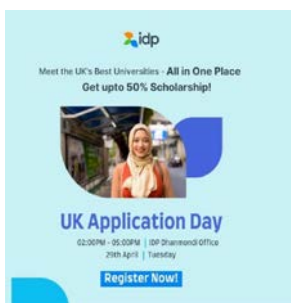
Result:

Revenue went to 8.2 MLN BDT from 4.6 MLN.

ROAS: 4.6 to 8.2

The air ticket industry is highly competitive and significantly rely on performance marketing. Shohoz in coming days is destined to take a significant market share from it.

IDP Education and IDP IELTS Quality Lead Generation Increase and Brand Awareness Create and Lead Generation For IDP IELTS



Brand Objection and Issues:

IDP Education is a global leader in international student placement.

However, in the Bangladesh market, they were facing challenges in generating quality leads for their education services and struggling to build awareness for IDP IELTS.

How we solved it:

At first we identified who could be the actual target audience for IDP education. Then we carefully analyzed from which channel who can find these audience. Then we realized Facebook and google ads would be perfect to channel to achieve IDP marketing goals.

Then we followed a 3 step funnel approach to From Awareness to Lead generation. Then after 10 days we are getting the high quality leads and after 1 months we are seeing gradually IDP IELTS brand awareness is increasing.

Business Impact:

Result:

1. IDP Education lead quality increased by 30% and IDP IELTS lead quality increased by 20%
2. IDP IELTS awareness increased within next 3 months.

Boosting Brand Visibility for Aarong Dairy with Rich Media & Programmatic Ads



Brand Objection and Issues:

Aarong Dairy, a trusted name in the dairy sector, was struggling with limited brand awareness. Their marketing strategy was heavily dependent on Facebook ads, which restricted their reach and exposure to new audiences beyond the platform.



How we solved it:

To overcome this challenge, we developed a programmatic media strategy that leveraged rich media formats and precise targeting options. By launching high-impact display ads, such as page takeover units and rich media cube banners, we engaged audiences across top Bangladeshi news portals including Prothom Alo and Kaler Kantho. These formats enabled interactive engagement and significantly improved visibility. Through strategic audience segmentation, behavioral targeting, and the creative use of rich media, we drove high-quality traffic to the Aarong Dairy website. The campaign achieved an impressive average engagement rate of 19.51%, far exceeding industry benchmarks for display advertising.

Result:

1. Aarong dairy sales increased by 9%
2. Aarong Dairy successfully expanded its reach to unique audience segments through a programmatic campaign, resulting in enhanced brand awareness beyond its existing channels.

MEDIA PARTNER WE WORK WITH

Key Partner

ATL Media (Electronic & Print): Scorecard has forged strategic partnerships across a comprehensive media ecosystem, ensuring unmatched reach and visibility. Our collaborations span over **30 television channels**, encompassing national, regional, and niche networks to deliver wide-ranging audience engagement. In addition, Scorecard maintains strong ties with **leading newspapers, digital news platforms, and radio broadcasters**, allowing for both traditional and digital amplification of content. We also extend our media presence to **cinema chains** and **outdoor advertising vendors (OOH)**, enabling immersive and high-impact campaigns across movie theaters, billboards, transit media, and public spaces.

Key Partner

Electronic Media

TV channels



Radio Station



Print Media & Online news portal



Jago news24.com

risingbd.com

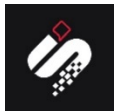
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Digital Media Houses That we work with

Global Media Houses:



Programmatic:



App Advertising:



Sports Broadcasting:



Data & Analytics Services Used for our client

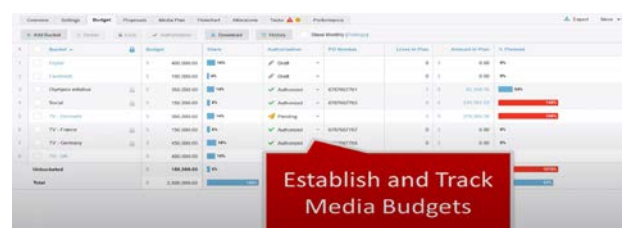
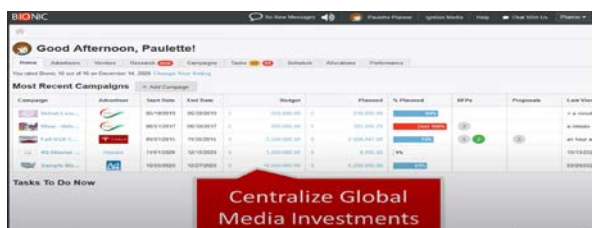
Data & Integration Services: For a Media Agency the significance of necessary data partner cannot be denied. We have partnered up with all local and necessary global data partner. We also do inhouse research when needed

ATL & Digital Data Integration:



Key Features of Bionic Advertising Systems:

- Comprehensive Media Planning & Buying
- Omnichannel Support
- Enhanced Transparency and Accountability
- By linking with Ad-ID, Bionic enhances advertising accountability
- Bionic has introduced support for Agentic AI media products



Data & Analytics Services Used for our client

Data & Integration:

ATL Media:



KANTAR



Digital Media:



moengage



PEOPLE BEHIND SCORECARD

Board of Directors



FAHAD M A KARIM
CHAIRMAN

- Vice president of BFF
- Global & National sports media network
- Stakeholder management & Media relations



MUNTASIR R BHUIYAN
MANAGING DIRECTOR

- Brand activation & Rural Marketing
- Media led activation
- Brand Strategy & Planning



SYED TAHMEED AZIZUL HUQ
DIRECTOR

- Public relation & corporate affairs
- Business Development & Brand strategy
- Media relations



TAHSIN SAEED
DIRECTOR

- Strategy, Brand Communication & Content Development
- Analytics & automation
- Events



ASHFAQ AHMED
DIRECTOR

- Sports broadcasting right management
- Media rights Management

Profile of BOD



FAHAD M A KARIM **CHAIRMAN**

Fahad Karim is the Vice president of (Bangladesh Football Federation (BFF). He founded **Karim Associates, K Sports, K Media**. He introduced innovation airport branding in Bangladesh which has led to an independent airport outdoor industry today. In the field of Sports Karim revolutionized the sector by introducing digital branding, organizing events and is poised to become the first person to own a franchisee league in Bangladesh.

Skills: Sports Management, High Value Display Management, International Relation, Sponsor Management.

Achievements: He received twice BFF appreciation award from honorable PM



MUNTASIR RASHID BHUIYAN **MANAGING DIRECTOR**

Muntasir has a 17 years long career in market development and brand building. Over the years he has worked for brands like Sunsilk, Close up, Dove, Clear, Fair & Lovely, Banglalink, Nestle, GrameenPhone, Robi, Harpic, British American Tobacco and many more.

During his career span he has worked in three markets Bangladesh, Nepal and Thailand. He has played a vital role in developing the professional structure of activation agency business for Nepal market. Through a partner agency in Thailand, he has also implemented his modules for the Thailand Rural market.

Skills: Brand Building, Events & Activation

Profile of BOD



SYED TAHMEED AZIZUL HUQ **DIRECTOR**

Syed Tahmeed Azizul Huq is an entrepreneur with specialization in Business Development, Brand, PR, Corporate Communication and Corporate Affairs. Worked in some top multinationals and local large corporate such as **British American Tobacco**, **Grameenphone** and **ACI** both home and abroad. A passionate sports lover with particular interest in Cricket & Basketball. Worked as a CEO of one of the BPL teams **Rajshahi Kings** for 3 consecutive years.

Skills: Brand Building, Business Planning, Public relations and corporate affairs



TAHSIN SAEED **DIRECTOR**

Tahsin Saeed started career with **British American Tobacco** and after learning the basics of sales, brand and distribution over a period of 7 years, moved on to hand-phone industry and looked after the retail and trade marketing operation of **Sony Ericsson** in Bangladesh, Sri Lanka and Nepal.

Later, moved to Advertising and worked with **Asiatic 3Sixty**, the local affiliate of WPP companies **JWT and GroupM**, and led the growth of a portfolio of companies over a period of 8 years. Currently co-founder of seven companies in the areas of integrated advertising, outsourcing, experiential marketing, analytics, automation and content marketing, media planning and Buying agency.

Skills: Analytics & automation and content marketing, Integrated advertising, Event Management.

Profile of BOD



ASHFAQ AHMED **DIRECTOR**

Ashfaq Ahmed is an expert at understanding the various aspects of strategic development and implementation. Ashfaq has an extensive knowledge of working in different industry like aviation, sports, renewable energy etc. The Consummate professional, he spends his time working and negotiating in the same breath with government and corporate sector. Ashfaq is also a member of the Technical Advisory Committee on **Green Banking**, working closely with government organizations such as the **Bangladesh Central Bank, Bangladesh Energy Regulatory Commission**, and the **Department of Environment**.

Skills: Sports Management, Aviation Industry Management, Renewable Energy Manufacturing, Garments manufacturing

Profile of operational team



IMRAN HOSSAIN FAHAD **Director Media & Analytics**

Imran Hossain Fahad is a Media Specialist with 9+ years of experience with the top international brands like (GSK, Food Panda, Telenor, HP, Singapore Airlines, HSBC Bank, City Bank, SC Johnson, Hemas LTD, Reckitt Benckiser & Others) and the leading local brands like (Pran, Bproperty, SSG etc). Previously, he worked for Mindshare Bangladesh as Assistant Media Manager. Currently, he is Manager, Media & Analytics at X Solutions Limited.

Skills: Media Planning & Media Buying, Growth Hacking, Data Analytics, Strategic Planning.

Achievements: Achieved 10+ Awards in Commward, DMA.



NAZMUL HAQUE KHANDAKER **Associate Director, Media**

Nazmul Haque Khandaker is a Media Specialist with 15 years of experience with the top international brands like Telenor, HP, Singapore Airlines, HSBC Bank, City Bank, SC Johnson, Nokia, Marico, P&G, and the leading local brands like Teletalk, Bproperty, TC. Previously, he worked for Group M Bangladesh, Mediavest Bangladesh, PHD Bangladesh, in various positions. Currently, he is the Associate director of Scorecard Limited

Skills: Strategic manager with strong interpersonal, communication, problem solving and decision-making skills. Media Planning & Media Buying, PR & Crisis Management, Client Management, Media Investment analyst

Achievements: Pitch winning team member of Beiersdorf (Nivea), Arla, Nestle.

Profile of operational team



ARAF KHURSHID OMID
ASST. MANAGER

Araf Khurshid Omid is a media specialist with three years of experience. He had the privilege of working with some of the top brands in Bangladesh, including TVS Bangladesh, Rangs Properties Limited, Anwar Landmark, BBS Cable, and Runner Motors. Throughout my career, I have successfully strategized and executed media campaigns that have enhanced brand visibility, increased market share, and generated substantial revenue growth. I possess a deep understanding of the media landscape, strong negotiation skills, and a proven track record of building and maintaining fruitful partnerships. With a passion for creativity and innovation, **Skills:** Media buying, Media planning, Data analytics



Abu Zubaed Siddique Tasnif
EXECUTIVE

He is a rising digital marketer with a strong foundation in performance advertising and data-driven strategy. He kickstarted his career as a Digital Media Executive at Scorecard Limited, where he quickly became proficient in running high-impact campaigns on Facebook and Google Ads.

With more than a year of experience, He has already made his mark by working with top-tier clients such as Abul Khair, Buy Here Now, Natura Limited, IDP Education, and Shohoz. His ability to merge creative thinking with platform expertise has allowed him to contribute meaningfully to both awareness and conversion-focused campaigns.

Profile of operational team



MD. SAIFUL ISLAM (SHAGAR) **MANAGER, ACCOUNTS & FINANCE.**

- Shagor is a Media Specialist with more than 15 years of experience in Media agency's Accounts & Finance Department . Started career in Nelsen Bangladesh Ltd in 2007. After post-graduation degree, joined in Asiatic Mindshare Ltd & successfully completed six years there. Later joined in several media agency like Mediavest Bangladesh Ltd, Havas Media Ltd. Karim Associates, High Voltage Ltd. Redblitz Bangladesh Ltd. (Zee5) ,K-Media & lastly working in Scorecard since 2022.

Served clients like Unilever, Grameen Phone, Robi-Airtel ,Bkash, GSK , Recitt Benckiser, P &G, Singapore Airlines, Daraz, Pepsi ,etc.

- **Skills:** Accounts & Finance



SCORECARD LTD

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