

Press Conference on AD MAKER BANGLADESH

– The Fight for Creativity



North South University Young Entrepreneur Society! Popularly known as NSU YES! arranged press conference on AD Maker Bangladesh 2014, a podium for all those prodigious advertisers who want to be and will be a shining star in the world of TVC, at the National Press Club in the city on Sunday, 25th May 2014. Prof. Amin Sarkar, Vice Chancellor, Mr. Belal Ahmed, Deputy Director, PR, North South University, Mr. Mohammad Hannan Miah, Faculty Advisor, Mr. Syed Mahabub Islam Shohan, President and Mr. Fahim Mamun, Joint Secretary NSU YES! Club and COO of Prothom Alo Jobs & former student of NSU Ms. Humaira Sharmeen delivered notes on the event and urged the journalists to extend hands to the young talents who want to be and will be a shining star in the world of TVC/ television advertisement.

About the event 'AD Maker Bangladesh 2014':

AD Maker Bangladesh has been a dream event for NSU YES! It is the second 'brand' in its history and perhaps the strongest 'brand'. AD Maker started with the thought of giving a platform to the young admen who would like to emulate the gurus of television advertisement. It is a podium for all those prodigious advertisers who want to be and will be a shining star in the world of TVC. It is an opportunity for them to prove their mettle and show as to why they will be the 'next big thing!'. In Bangladesh we all know Mostofa Sarwar Faruki, Piplu R Khan and Amitabh Reza as the geniuses behind many of our classical advertisements.

AD Maker is just a stage for all those who want to follow their footsteps and become the torchbearer.

This is not only about video making; it is about telling a story, emotion, information, knowledge and enlightening others. This event portrays the ability of the students to represent

their skills in planning, designing and making Television Commercials for specific products given to them on the competition. So it's not only about making TVC, it is also about building leadership, presence of creative mind.

AD Makar 2014 has been a turning point compared to the previous journeys of AD Maker Bangladesh. This year, AD Maker gained much popularity and fame than ever. A total number of 572 participants participated in AD Maker Bangladesh 2014. Otobi Ltd. has been signed as the Platinum Sponsor of AD Maker Bangladesh '14. Toyota Ltd. (Navana Group) emerged as the Gold Sponsor and GREY came as the Strategic Partner. Desh TV has been signed as the Electronic Media Partner, Radio Foorti as the Radio Partner, the Daily Star as The English Print Media Partner, the Daily Shamakal as the Bengali Print Media Partner, Prothom Alo jobs as the career partner, the Wedding Diary as the Photography Partner and the Seven Hills Restaurant as the catering partner.