

“I’m Made In Bangladesh” campaign wins advertising award Tribune Desk

Dhaka Tribune’s “I’m Made In Bangladesh” campaign, which was launched earlier this year, has won this year’s silver award in the Outdoor category at the Commward ceremony.

The 5th Commward for Excellence in Creative Communication was held on Saturday at the Pan Pacific Sonargaon Hotel. The gala award ceremony recognised 63 winning ad campaigns across 20 categories in three ranks: grand prix, gold and silver.



The “I’m Made In Bangladesh” campaign, which was designed by ad agency Bitopi Leo Burnett, included billboards featuring three brand ambassadors: the Bangladeshi female all-rounder Salma Khatun, the first-ever Bangladeshi race car driver Tushar, and Chondrobot, a team of engineers from BRAC University who travelled to Nasa in the US for their excellence in robot-building.

The campaign has been a favourite among the youth of Bangladesh, who participated in numerous “I’m Made In Bangladesh” contests to portray the best narratives of Bangladesh.

In June, during his visit to Dhaka, Indian Prime Minister Narendra Modi praised Salma Khatun’s achievement, and brought attention to the campaign in his farewell speech.

This year Commward received 367 nominations from 36 advertising agencies and creative departments of organisations, making it the highest number of nominations ever received at this local award ceremony.

Commward, an initiative by Bangladesh Brand Forum, is the largest initiative in Bangladesh in recognising and inspiring creative advertising in business and marketing, since 2009.