



# Agency Credential

A decorative white line graphic in the top left corner, consisting of a large loop and a long, sweeping curve that extends towards the top right.

# **WELCOME** to precision execution

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# WHO WE ARE

Pixel is a unique team in deed as it works with cross discipline people. It brings measurable impact for its valued clients as it innovates campaigns from real insights only.

From Gulshan-Baridhara to deep rural we have the capacity to immerse in life style. Our vision is to emerge as a true 3sixty agency where real insights drive ideas on prevailing cultural backdrop.



# OUR EVOLUTION

Pixel search was incepted in the year 2015



## WE'RE THE FIRST GEN.

As one of the leading brand activation and shopper marketing agencies in Bangladesh, Pixelsearch Limited has been improving consumers' life through impactful, measurable and memorable on-ground marketing campaigns since 2015.

With ground running ideas, compact planning and foolproof operational expertise, Pixelsearch Limited has successfully built itself as one of the most sought-after BTL agencies of the country over a few years.

Even, **Pixelsearch Limited** has been awarded as the **Grand Prix, Activation & Promotion of 2017** for the campaign Unilever **Labher Bazar** Activation by **Bangladesh Brand Forum**



## BELIEF

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In the world of  
**3sixty** there're  
unlimited media  
options and  
anything is media  
that provide an  
experience to  
influence

## VALUES

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Nurture cross  
discipline people  
In-field data & insight  
collection mania  
Measure  
**everything**  
**measurable,**  
make measurable that  
can't be measured

## VISION

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To emphasize  
core **360**  
**experience** in  
every immersion  
marketing approach

## MISSION

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Trans-create  
ideas into  
**experiential**  
**activities** and  
execute media with  
precision



**WHAT SETS  
US APART?**

# We Are DIFFERENT

01

We innovate experiential media and reach out to influence behavior pattern

02

We outsource people across the country, across industries

03

We deploy press, electronics & digital media in a creative way to amplify a campaign's impact across

04

Our Reach : Metro-Municipality  
Semi Urban-Rural across  
Bangladesh



- Head Office in Niketon
- Independent Field Office in Niketon
- Regional offices,
  - Chittagong
  - Comilla
  - Khulna
  - Sylhet &
  - Rajshahi

# OUR FOOTPRINT

- We have approximately **2000** contractual employee (under our payroll) working in various operational level in Urban (Metro), Peri Urban (Districts), Thana's and across the Rural Bangladesh.
- 2000 Brand Commandos(Field Forces) are in HR inventory to act anytime on demand among which **40-45%** female.



# OUR FOOTPRINT

Head Office

# DHAKA

**Arzoo Neer**

Level 03, Plot 26,  
Road 07, Niketon,  
Dhaka 1212

Field Office

**314**

**Sk. Mujib Road,**  
Chowdhury Bhavon,  
Agrabad, Chittagong

# CTG

# OUR Clients

 Unilever	 marico	 SQUARE TOILETRIES LIMITED	
 SMC	 Arla	 SAMSUNG	 airtel
 রবি	 banglalink	 itel	 HUAWEI
 bKash	 নগদ	 TECNO mobile	 brac
 Uber	 ACI	 RENAULT	 daraz



# OUR **Activation Scope**

Branding Experience

Courtyard  
Experience

Trade Marketing  
Experience

DITF Experience

Moving Parlor  
Experience

Haat Experience

Mall Activation

Event Experience

Modern Trade  
Experience

Printing House

School - College  
Experience

Outdoor Monitoring  
Experience

HR outsourcing  
Experience

Road Show  
Experience

MFU Experience

D2D experience

Wet Market  
Experience

CSR Activity



# OUR Events Scope

Corporate  
Events

Thematic Brand/  
Idea Experiential

Contest Events  
Management

PR & Celebrity  
Management



OUR  
Employee  
orientation

70% Male employee

30% Female employee



**Connect With us**

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 @pixelsearchLimited

 @Pixelsearchbd.com





 **THANK YOU**