

A pioneer name in professional PR practices from 2001 Benchmark PR is a leading public relations and communications firm in Bangladesh. We offer corporate affairs, stakeholder management, media relations, celebrity management and crisis communications. Benchmark PR has been providing public relations support to the clients like Grameenphone, Pizza Hut, KFC, Standard Chartered, HP, Grameen-Danone and others.

Benchmark PR is known for strategic counsel, stellar ideas, and a culture of success. It is run by the people with industry background, knowledge and connections.

**Practices:**

- Government relations
- Regulator relations
- Lobbying
- Corporate communications
- Stakeholder management
- Media training
- Crisis and issue management
- Trade shows & event management
- Celebrity management

**Industry experience:**

- Telecommunications
- Travel & Tourism
- Restaurants
- Banking & Finance
- Healthcare
- Retail
- Energy

**Case study:**


**Grameenphone**

We are the PR agency of the largest private enterprise and most popular telecom brand in Bangladesh. We support Grameenphone with all corporate communications, stakeholder management, media orientation and field visits for media.

Grameenphone is the largest IPO in Dhaka and Chittagong stock exchange and we also manage capital market PR for them.






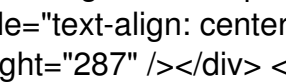


**Bangladesh Bank Road Show 2010**

We were the PR agency for the central bank in promoting the up country road show held in March 2010 and participated by all the private and nationalized banks. We supported Bangladesh Bank with road show message development, media strategy, media management, talk shows, newspaper supplements and media monitoring.

In 7 days we have generated around 100 press clippings, 7 talk shows including 3 live one and around 10 features.





**Etihad Airways**

Etihad is the national airline of Abu Dhabi. In 2006 we successfully did the launching, service and destination PR. Despite their irregular advertisements, they have considerable presence in the media through which their name and goodwill has spread significantly. The key success was ♦ Launching the airline in Bangladesh market, arranging TV and press exclusive interview, media tour to Abu Dhabi, arranging

participation on travel mart.