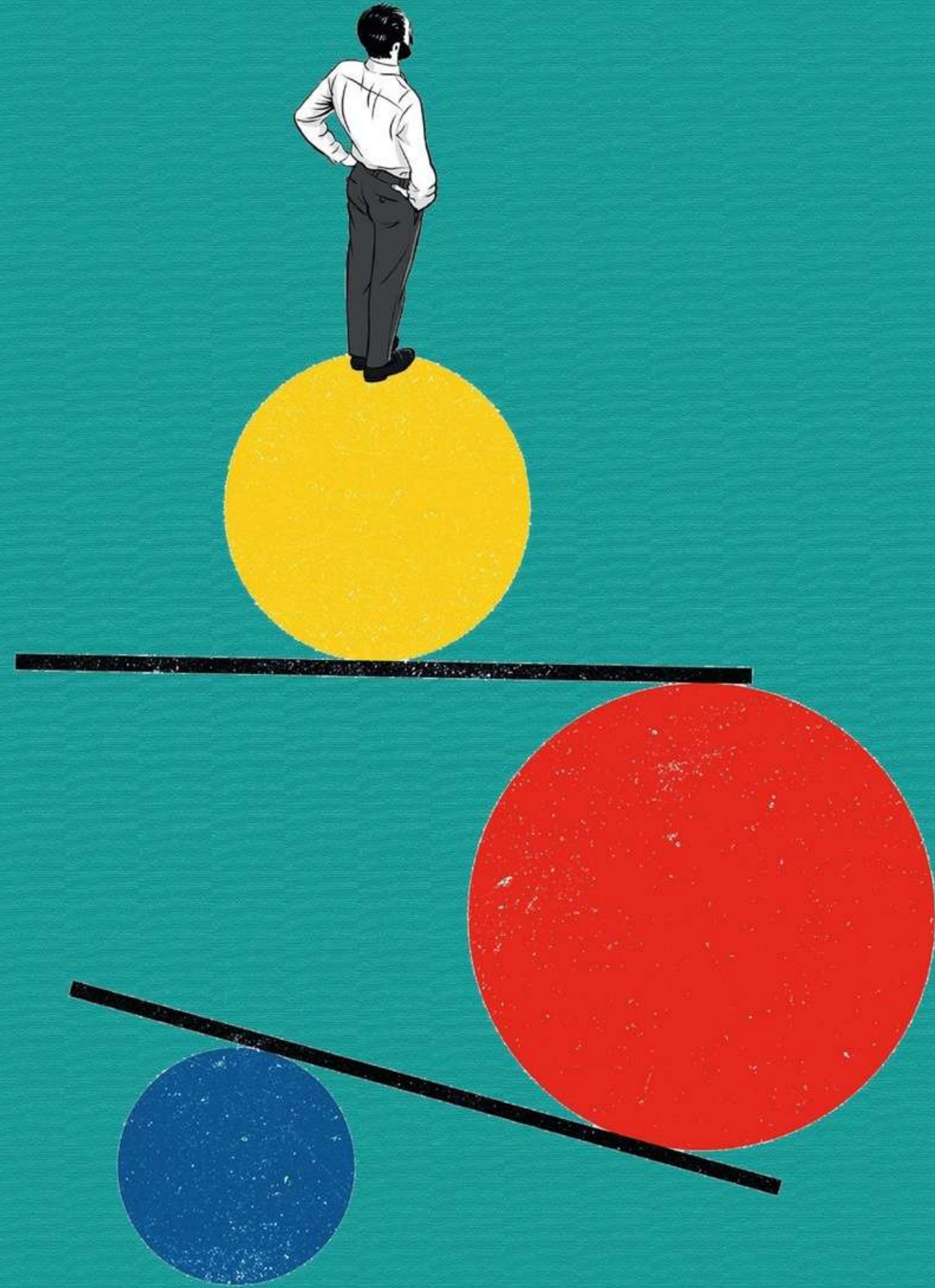


in a world of
complexity
we believe in
simplicity

welcome to
crosswalk communications



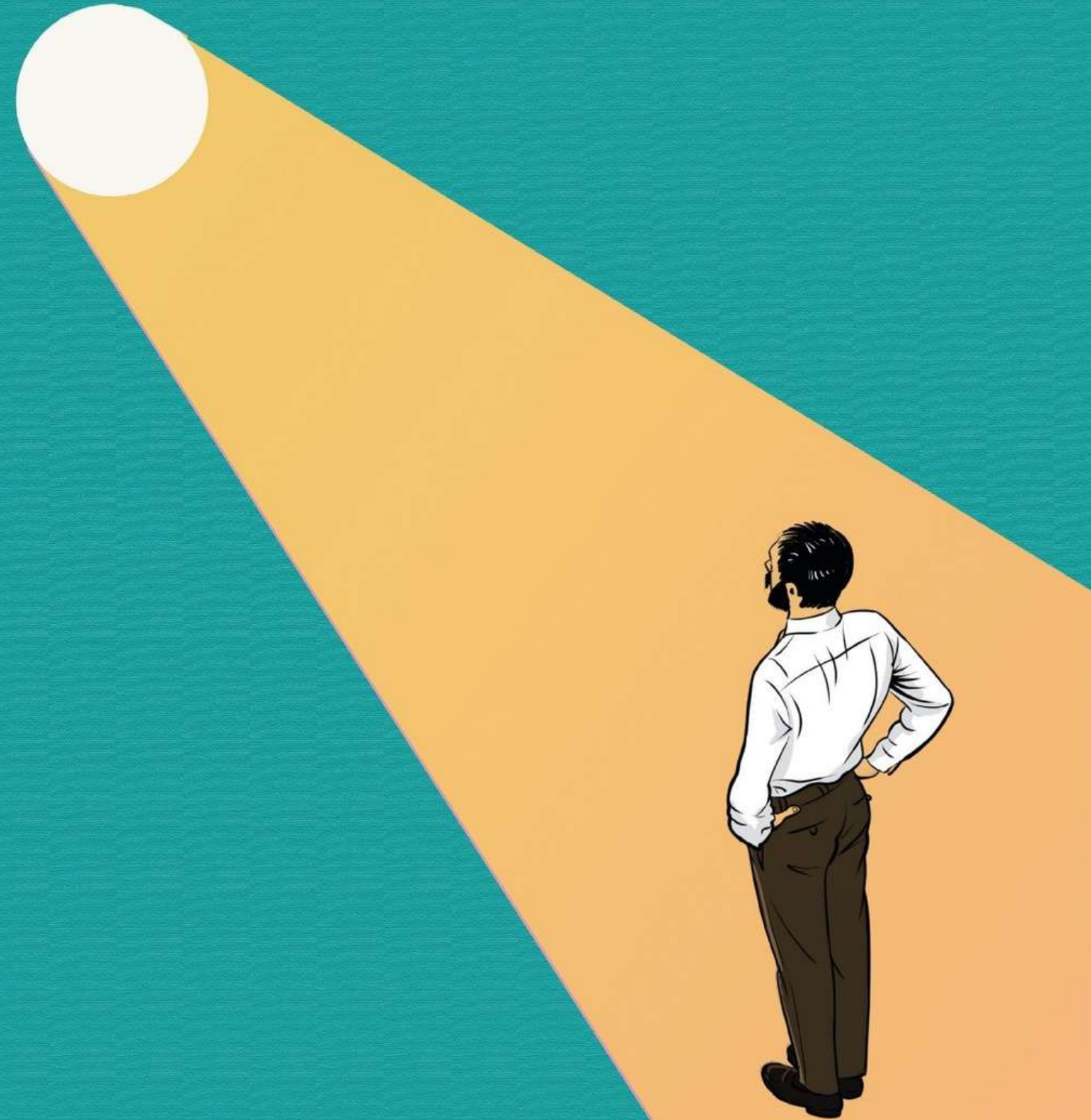
what we do is simple.

the speed of time has changed. so we
help you to remain relevant and provide
ideas for making long-lasting impacts.
and, to ease the journey of achieving
greatness, we make crosswalks
to link brands with consumers.



the genesis

the hunger of doing things differently made some genius
advertising minds start their journey into the wild.
and thus, crosswalk communications was born. today
we are a team of creative thinkers, writers, artists,
planners, executives, data experts,
and human computers to build your brand & business.



what we believe

in a world of complexity, we believe
in simplicity. we believe in solving problems by
keeping pace with the speed of time by crafting
meaningful and effective research, analysis,
strategies, execution styles
and contents.



the mission

we are driven by a singular objective. to help our clients
achieve their goal and drive businesses ahead by telling
their stories through various medium of contents.



what we provide

brand planning

brand identity, brand guideline, campaign plan

creative ideation

campaign idea, copywriting, design (static, dynamic, 3D)

content creation

content development, plan, editing & production

message publishing

media buying, PR

event execution

event/activation plan, organise, execute





core team

crosswalk communications can proudly say that
we gathered some of the great advertising minds
of the industry for its core team.



m a maruf

a changemaker, who believes in people
culture and creative thinking

founder and managing director of crosswalk
communications limited. one of the key names to reckon
in the events and activation industry. under his strong
leadership, he initiated grey marketing services and
turned it into the most active wing of the company. with
20+ national and international awards, he is one of the
most awarded team leaders in the advertising industry





maruf's notable works:
nokia - e shudhu banglatei shombhob, frutika - ektu beshiy pure
spelling bee, icc worldcup

regan bello

the experience alchemist

with over a decade at grey and asiatic, leads crosswalk communication's art department with unmatched creativity. his keen eye for detail and mastery of contemporary design transform ideas into compelling narratives. regan fosters collaboration, pushing creative boundaries. passionate about art, he draws inspiration from diverse cultures, making him the experience alchemist for the company



BLIND FEAR ENTANGLES YOU IN DARKNESS

www.greenliferehab.com

SET YOUR MIND FREE. SEEK HELP. +8801711381499 GREENLIFE REHAB

SELECT



Elevate Your experience with shopping

Banglalink Select customers will now
get 20% off at Gadget & Gear

banglalink

Aarong



aarong.com

Fashion and home decor tips at your fingertips. Now shop the latest brands anywhere, anytime.

for android

for ios

THE COMPOST BAG

A bag to turn organic kitchen waste into compost

PROBLEM

Many families in Bangladesh lack access to proper systems and awareness for household disposal. Resulting in them unable to separate their waste and face difficulties with recycling. In turn, causing major environmental harm.

Another problem is that people keep adding more waste of organic food items to their kitchen, which is detrimental for the environment. Every day at home, nearly 20 kilograms of kitchen waste are thrown away to the roadside.

What if we used the organic kitchen waste to create compost within the household without any tool/machine?

IDEA

We created the CompostBag with Jute. A bag that turns organic kitchen waste into compost within 10 days.

Although it looks like plastic, it is made of 100% biodegradable material and is very durable. The organic waste should be put in the bag and enzyme would be added to it, and after 10 days the compost would be ready to use.

It is a simple and easy-to-use bag.

EXECUTION

We started partner up with UNICEF/UNEP from UN/Cooperation to have the collection pick up the bags. Then we would use our agents to distribute it to various homes across the country. The would have them making up guidelines, samples and help the environment. People could also use the compost for gardening if they choose to do so.

The process of creating compost in the Compost Bag.

RESULTS

The idea would be shown across 10 national news agencies and 10 international news agencies. 1000 posts, 100 videos and 10000 shares would be generated across the Compost Bag.



100% Biodegradable Bag

সেনসিটিভ স্কিনে কেন compromise?



বেছে নাও smoothness-এর সারপ্রাইজ

Just Veet it!







SELECT



IT'S NOT ABOUT MORE
IT'S ABOUT PRIORITIZING WHAT TRULY MATTERS

SELECT WHAT MATTERS!

banglalink

SAMSUNG



BE WHAT YOU WANT

Focus on your journey of living ahead while Samsung Washing Machines' AI Eco Bubble & Q Drive technology takes away the load of washing clothes.

AI Eco Bubble

Steam wash

Q Drive

LIVE AHEAD
LIVE SAMSUNG



নিজের লাইফের goal-টা নিজেই ঠিক করছি

আমিই দিনবদল

আমার এই দিনবদল বেগের
Fastest 4G নেটওয়ার্ক নিয়ে পাশে আছে বাংলাদেশ



banglalink

DOWNLOAD THE BANGALINK APP



poddo

the jingle bell

an eminent writer, poet, lyricist, singer and the heartbeat of crosswalk's creative team, constantly igniting ideas with his vibrant spark. with a rich background in drawing, painting, music, and poetry, he breaks the obvious and crafts unique narratives. as an associate creative director, poddo's diverse talents in music production, scriptwriting, and jingle creation make him an invaluable asset, continuously inspiring innovation.

হ্যাপি হেয়ার ডে

ভাব
ত্রিমলা

মজবুত হোক
লম্বা হোক
ঘন হোক
ভালোবাসার চুল

আসামের শিলচরে
বাংলা ভাষা আন্দোলনের শহীদ
ওরা ১১ জন

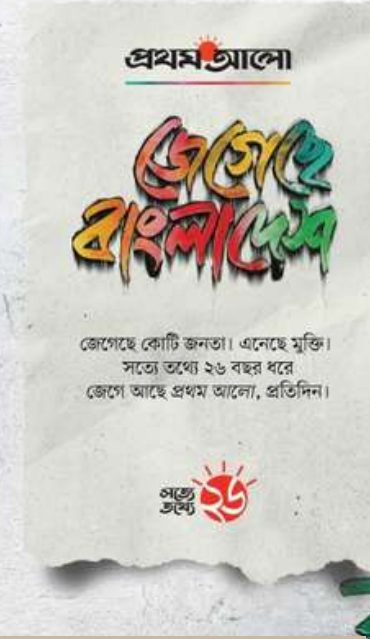
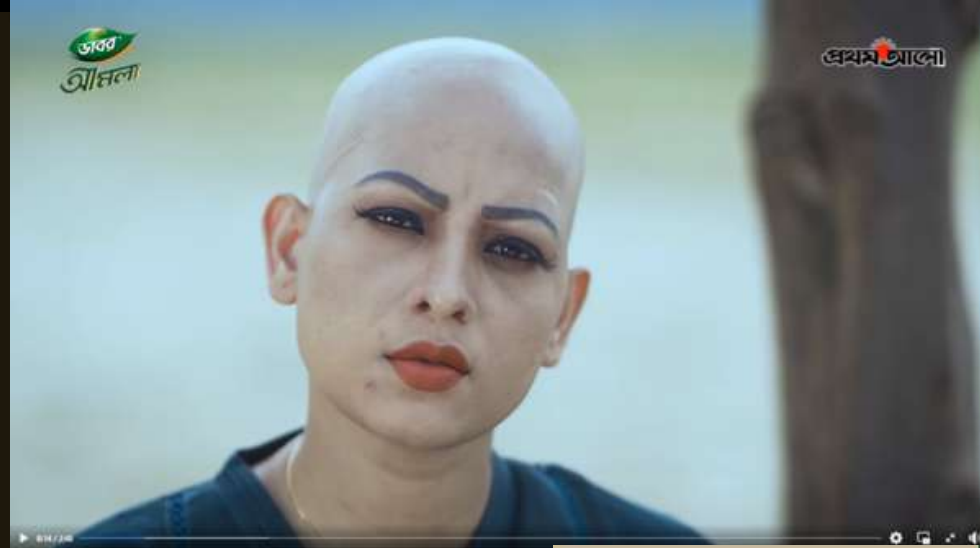
| ১৯৬১ সালের ১৯ মে |

আজকের দিনে
তাদেরও স্মরণ করি বিনম্র শ্রদ্ধায়

একটু কফি খেয়ে আসি

এই কথা বলে দুই ঘণ্টা পর অফিসে ফেরা
সব ভাই-ব্রুদের international coffee day
এর শুভেচ্ছা।

●HERO●



প্রথম আলো

বিনোদন

চিৎকারের 'চিৎকার'

By এহসানুল হক

February 17, 2016 at 11:42 PM

Twitter Facebook WhatsApp



ব্যান্ডের শুরু ২০০৫ সালের দিকে। তখন থেকে ঢাকা বিশ্ববিদ্যালয় ক্যাম্পাস থেকে শুরু করে দেশের বিভিন্ন প্রান্তে মানুষের সামনে নিজেদের গান গাইতে শুরু করে 'চিৎকার'। ব্যান্ড গঠন হওয়ার আগে

The Daily Star

Published on 12:00 AM, February 12, 2015

Chitkar releases debut album

Facebook Twitter LinkedIn Email



Staff Correspondent

Band Chitkar released their eponymous maiden album on February 10, through a concert at the Swonariito Swadhinota Chattar, TSC.

BBC NEWS বাংলা

মূলপাতা ভিডিও

World Service

বিবিসি বাংলা

গান-গল্প: 'চিৎকার' ব্যান্ডের পদ্ম

২২ মে ২০১৫

তরুণ শিল্পী তোফায়েল আহমেদ পদ্ম পরিচিত শুধু পদ্ম নামেই।

তিনি 'চিৎকার' ব্যান্ডের ভোকালিস্ট, একই সাথে একজন গীতিকার ও সুরকার।

এক দশক আগে বিভিন্ন বিশ্ববিদ্যালয়ের ক্যাম্পাসে লাইভ গেয়ে শুরু হয় 'চিৎকার' এর যাত্রা।

BANGLA NEWS 24

সংবাদ বিনোদন সারাক্ষণ

সর্বশেষ জাতীয় আন্তর্জাতিক রাজনীতি বিনোদন

নিজের বই বেচে বন্ধুবান্ধবসহ ভাত খেলেন পদ্ম

তানিম কবির

আপডেট: ০১০৭ ঘণ্টা, ফেব্রুয়ারি ২৪, ২০১৪

Facebook Twitter LinkedIn Email

নিজের বই বিক্রি করে বন্ধুবান্ধবসহ দুপুরে ভাত খেলেন কবি পদ্ম। উল্লেখ্য, অমর একুশে গ্রন্থমেলার ২৩তম দিন প্রকাশিত হয় তার প্রথম কবিতাগ্রন্থ 'লিখতে লিখতে যাচ্ছি'।

AIUB

Bangladesh's first QS 4-Star university

নিজ উদ্যোগে প্রকাশিত বই বিক্রির টাকায় দুপুরে বন্ধুরা মিলে সবাই ভাত খেলায়'— বলছিলেন চিৎকার ব্যান্ডের জনপ্রিয় ভোকাল পদ্ম।

প্রথম বই প্রকাশের অনুভূতি জানতে চাইলে f



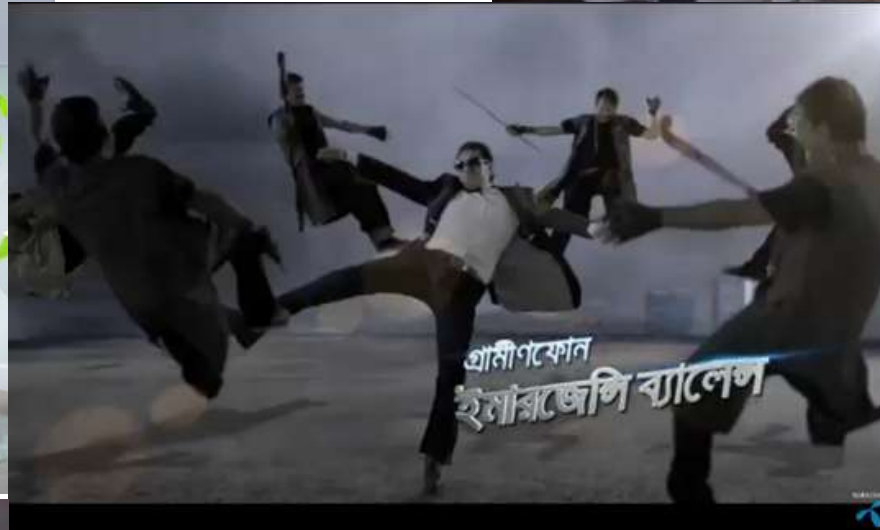
rahul

the story teller

a maestro of storytelling, rahul rahman possesses an enchanting flair for crafting narratives that mesmerize and engage. his talent for weaving compelling tales not only elevates brand visibility but also garners prestigious accolades. with his storytelling magic, rahul transforms brands into unforgettable experiences, leaving an indelible mark on audiences and forging enduring connections.



notable
works







pantho

the mechanic

earned his title with his exceptional management and coordination skills. as the acting head of the account management team, he deftly orchestrates strategies across fmcg, e-commerce, and digital advertising sectors. his calm demeanor and troubleshooting prowess have driven success for top brands like berger and unilever, as he crafts compelling brand identities with precision and aims to build his own successful brand in the future.

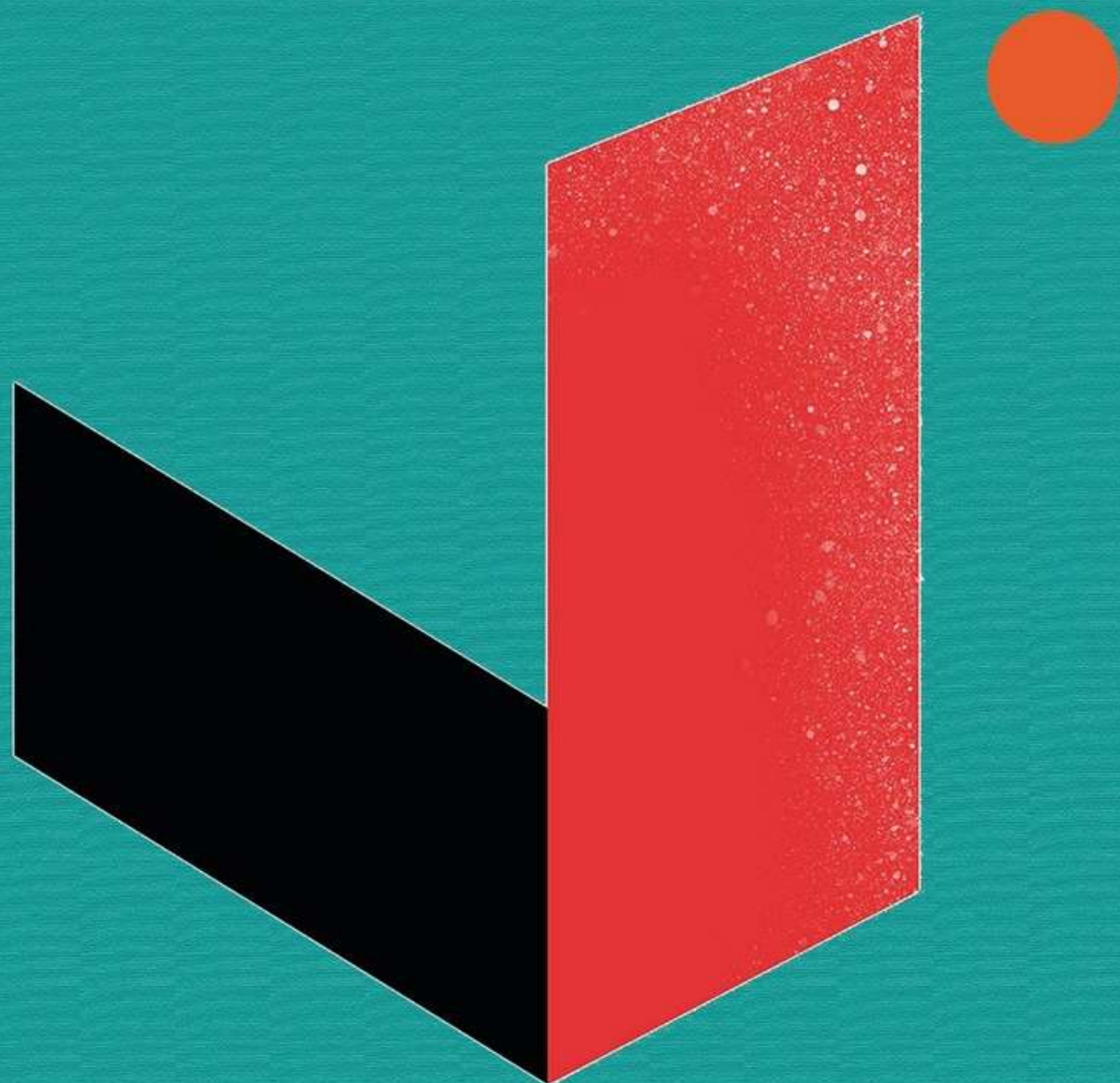


munna cool & collected

with over a decade of experience, munna is known for his calm and collected demeanour – a standout leader. his keen eye for detail and extensive experience in event management highlight his exceptional skills. at crosswalk, he heads the operations and experience marketing team, where his strategic insight and expertise in handling activations for top bangladeshi brands ensure seamless execution and success. munna's leadership is truly invaluable







clients
we served

crosswalk has worked with some of the largest media organizations, group of companies, and renowned ngos.

প্রথম আলো



CHORKI

COLORS

Transcom
tradition in excellence

Mgi
Meghna Group of Industries

citygroup

PARTEX STAR
GROUP



SINGER

purnava
inspired by happiness

Tupperware

RAHIMAFROOZ
SOLAR

AFBL
AKIJ FOOD & BEVERAGE LTD.



WaterAid



ITC



DAI
Shaping a more livable world.



Corporate Projukti Ltd.

OpenRefactory



BANGLADESH
DENIM
EXPO

2019 Asia Model Festival in SEOUL
FACE of BANGLADESH

we have worked for some of the biggest names in the banking and financial sectors and proudly served some government institutions and national sports organizations.



মহিলা ও শিশু বিষয়ক মন্ত্রণালয়

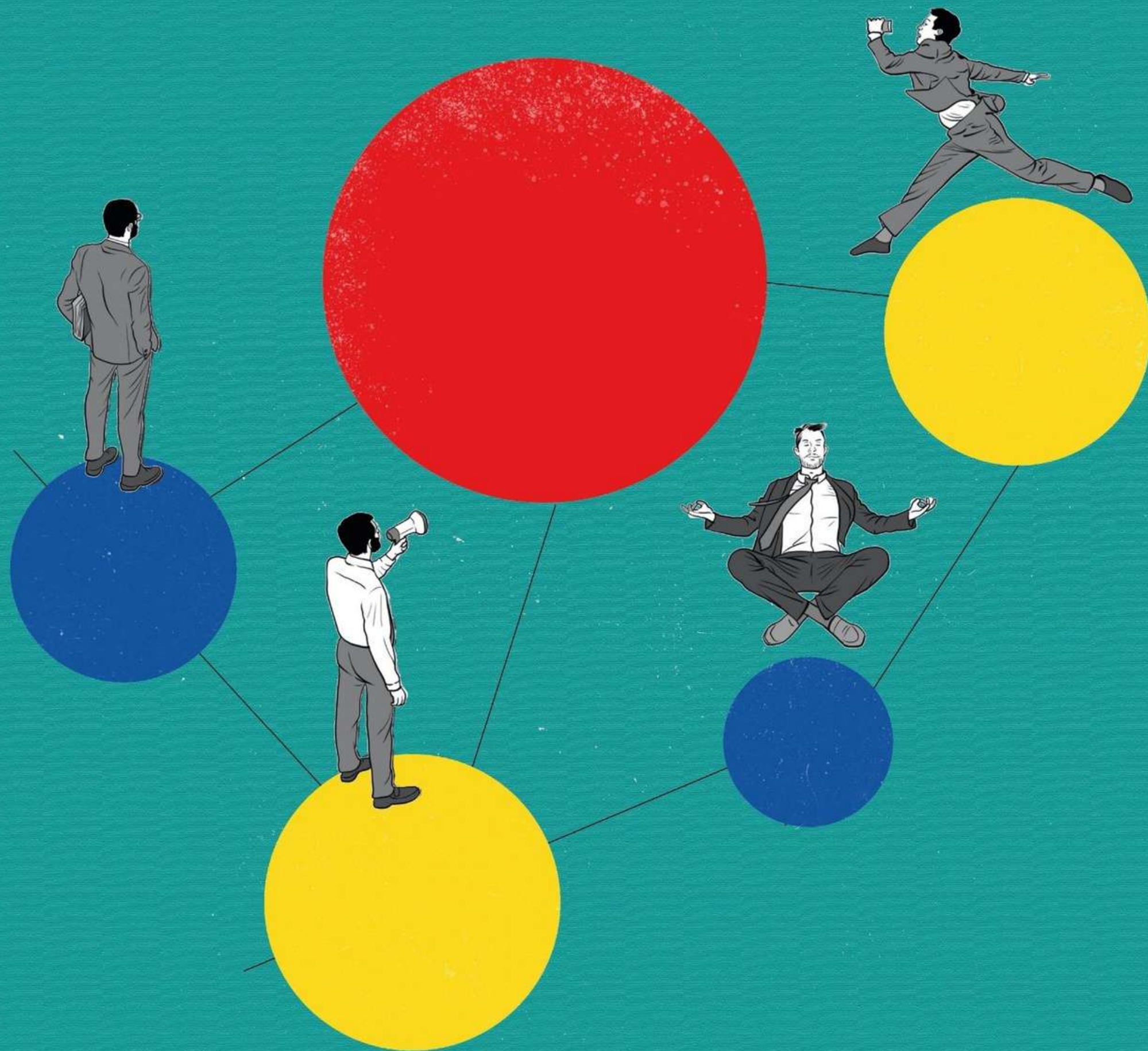


Ministry of Youth & Sports



BANGLADESH ARMY





crosswalk
portfolio



CREATIVE & COMMUNICATION DESIGN

Where Ideas Become Visual Language

crosswalk communications won the prothom
alo account back in 2017.
since then, we are in a journey of crafting
beautiful ideas and designs for bangladesh's
most popular and largest news daily.



we believe that the speed of time has changed. the world is moving towards minimalism and simplicity. these are some of the examples where we were able to do what we believe.



ঢালাইকে দেয় লোহার শক্তি

আকিজ সিমেন্ট তৈরিতে ব্যবহার করা হয় ব্রাই ম্যান্টেল অস্টরেন ল্যান্স। যা সময়ের সাথে স্থাপনাকে আরও মজবুত করে নির্দিষ্ট করে ১০০ বছরের ব্যয়িত্ব।

ভাই যেকোন নির্মাণে নিশ্চিত হোচ্ছে দিন ফুই আশ মূক্ত আকিজ সিমেন্ট।





১০০ বছরের
অধিক স্থায়িত্বের নিচবর্তা

ফুই আশ নিহীন
আকিজ সিমেন্ট
বিস্মাৎ অটুট বজ্রব

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জোগেছে বাংলাদেশ

মাত্রাবাড়ি তাপবিদ্যুৎ কেন্দ্র
নির্মাণের প্রধান সহযোগী
ফ্রেশ সিমেন্ট



ফ্রেশ সিমেন্ট বাংলাদেশে সর্বোচ্চ মানের সিমেন্ট সরবরাহ করে। এটি শুধুমাত্র একটি সিমেন্ট নয়, এটি একটি সমাধান। বাংলাদেশের সর্বত্র এই সিমেন্টের ব্যক্তিগত ব্যবহারের জন্যে প্রস্তুত রাখা হয়েছে।

Fresh CEMENT
HIGH PERFORMANCE CEMENT
চিহ্নিত মান, চিহ্নিত কনিষ্ঠা

CITI CELEBRATES THE 243rd INDEPENDENCE DAY OF USA

Over 200 years of expertise in helping our clients to meet the world's toughest challenges and embrace its opportunities.
Citi NA - the global bank.



Welcome what's next.



FOCUS

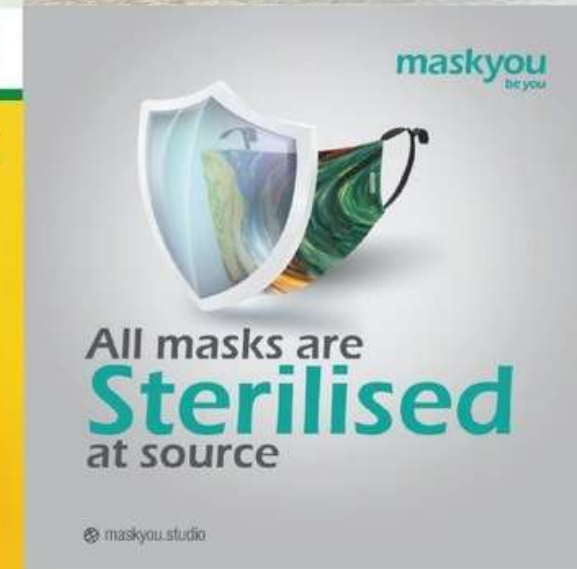
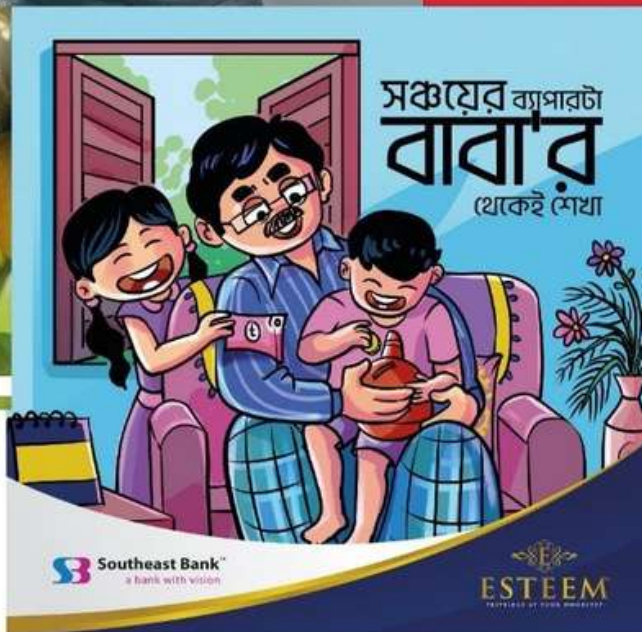
Focus on the braver side of life. Unite with the fearless force of the nation. Be the fighting spirit of the country. Live with Pride and Honor.

JOIN BANGLADESH ARMY



<https://joinbangladesharmy.army.mil.bd/>
<https://www.facebook.com/bdarmy.army.mil.bd/>

as we believe in simplicity,
most of our digital creatives
are created to standout in the
clutter of social media.





INTEGRATED CAMPAIGNS (360°)

One Idea. Every Touchpoint



country's biggest ott platform 'chorki' was launched from crosswalk communications. we helped them with an effective strategy, created their logo, brand guideline and organized the launching event.



নিজেকে ও পরিবারকে দিন
চার চামচ চরকি প্রতিদিন

প্রেমে ব্যর্থ, অবাধ্য সন্তান কিংবা দাম্পত্য সমস্যা!
এমনই জটিল সব সমস্যার মনোমুগ্ধ নিয়ে এলো চরকি
ফিল্ম ফান ফুটির সাথে দিন চার চামচ চরকি প্রতিদিন

এখনই ডাউনলোড করুন

CHORKI

বিজ্ঞাপন ছাড়া প্রিমিয়াম কন্টেন্ট দেখতে সাবস্ক্রাইব করুন

HALF YEARLY BDT 299/- YEARLY BDT 499/- 30 DAYS STARTER BDT 50/-

এ ছাড়া রয়েছে অসংখ্য ফ্রি কন্টেন্ট

WWW.CHORKI.COM

AVAILABLE ON GET IT ON Google Play App Store

Samsung SMART TV androidtv amazon fireTV



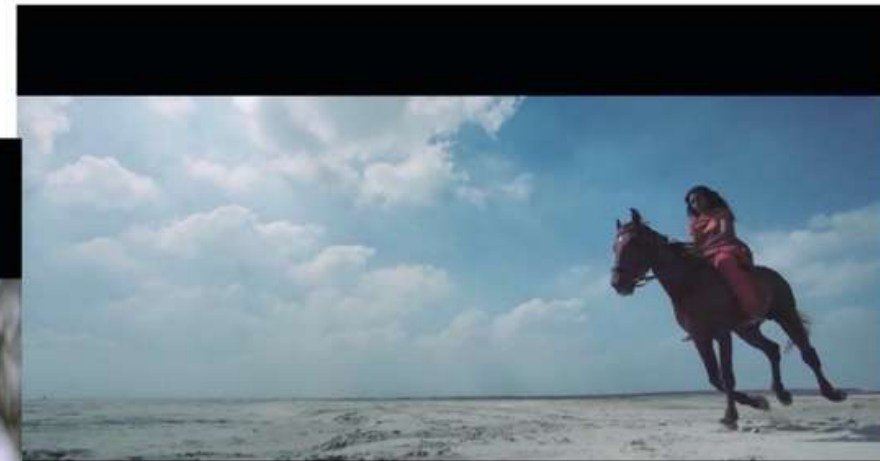
an integrated campaign for
20th anniversary of
prothom alo with a series of
tv commercials, social media
video ads, static visuals,
events, etc.



tv commercial – palan sarkar



tv commercial – blind boy



thematic tv commercial



tv commercial – girl horse rider

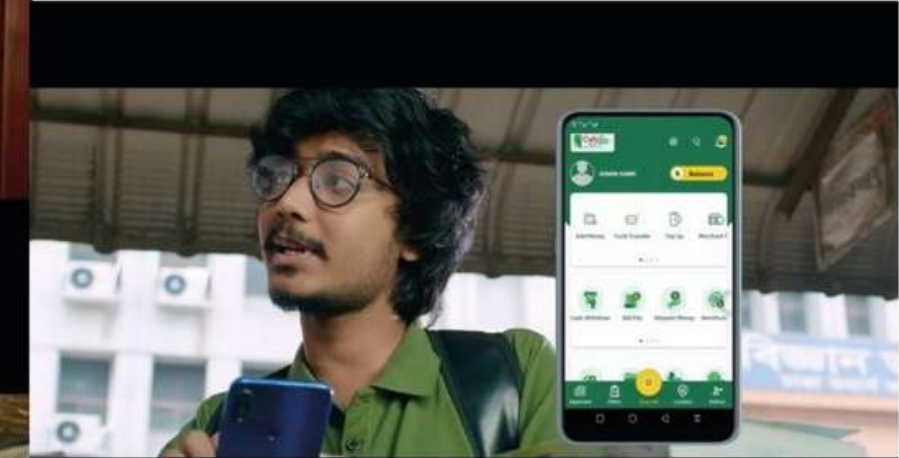


tv commercial – nur mohammad

<https://www.youtube.com/watch?v=Yhzyi9H4UvE>



dual currency debit card



digital wallet



digital money



digital bill pay



atm network



atm booth

an integrated campaign for ibbl's digital wallet cellfin launch with a series of tv commercials, social media video ads, static visuals, events, etc. besides, we also did a campaign to introduce the new features of ibbl internet banking and new atm booth features.



electromart সহজলভ্য সহজ কিস্তি

electromart limited launched its own installment payment plan, 'electromart সহজলভ্য সহজ কিস্তি', with a 360-degree digital-first campaign executed by crosswalk communications. the campaign effectively spread awareness of the new offering through electromart's social media platforms, road activations, and high-visibility placements on news portals via website takeovers and pop-ups.

ovc: <https://www.youtube.com/watch?v=1wgos-7mtuc>



DIGITAL CAMPAIGNS & ACTIVATIONS

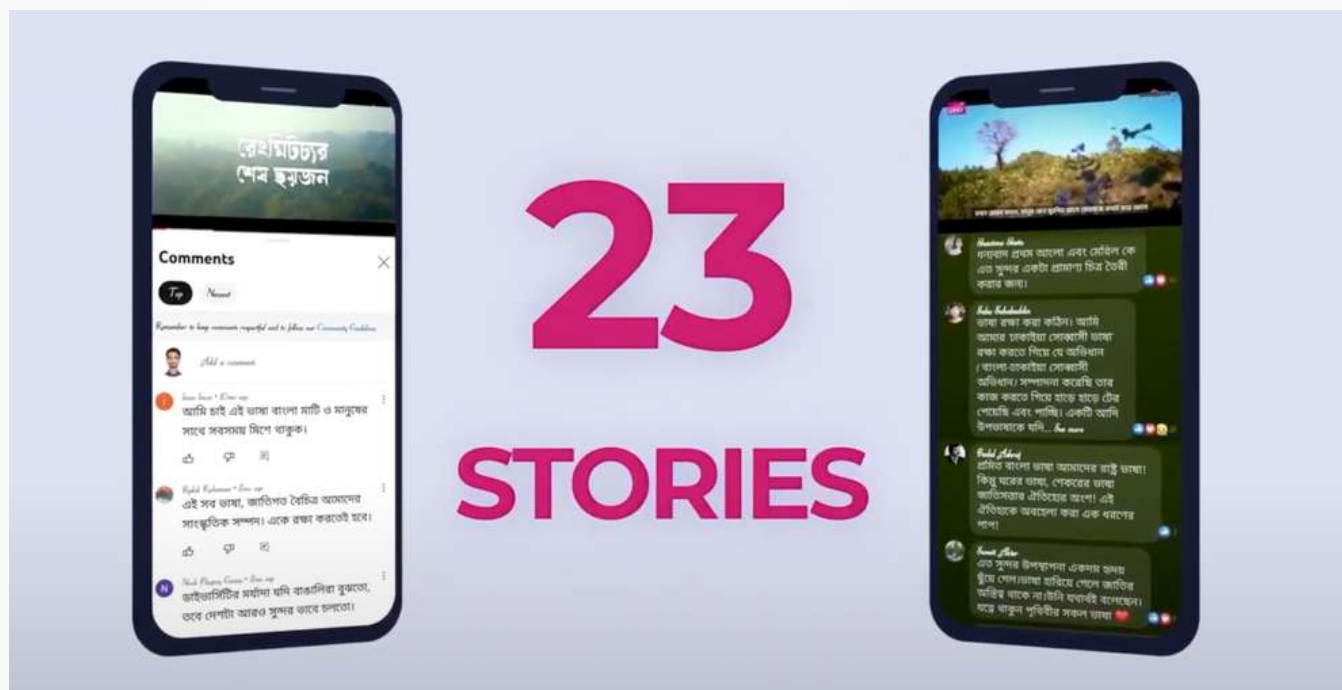
Where Attention Turns into Action

a digital character born from insight. a campaign driven by impact



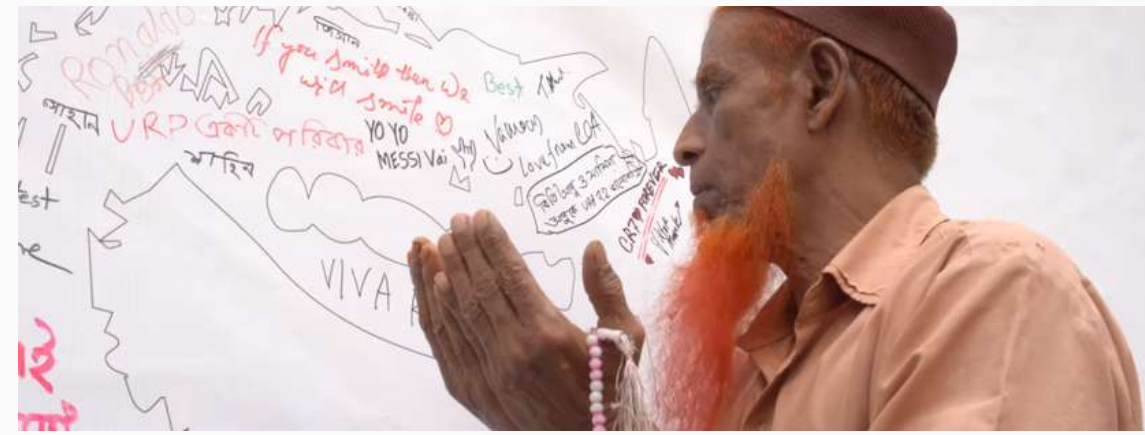
crosswalk developed ‘নাই মাম্মা’ – a digital persona rooted in consumer insight. by embodying everyday frustrations, he strategically invites brand challengers to engage, while subtly steering the narrative toward positive, solution-focused brand messaging.





the last six

crosswalk proposed an idea to prothom alo and in collaboration with meril, developed a content aiming to save the endangered ringmicha language, spoken by only six people in bangladesh by getting noticed of the conscience of the society. in digital platforms, the initiative shared personal stories and cultural heritage, garnering over 12.7 million views and 39 million impressions. this significant public engagement led to the creation of an independent language commission by the bangladeshi government, showcasing the power of media in driving cultural preservation and policy change.



#love for messi

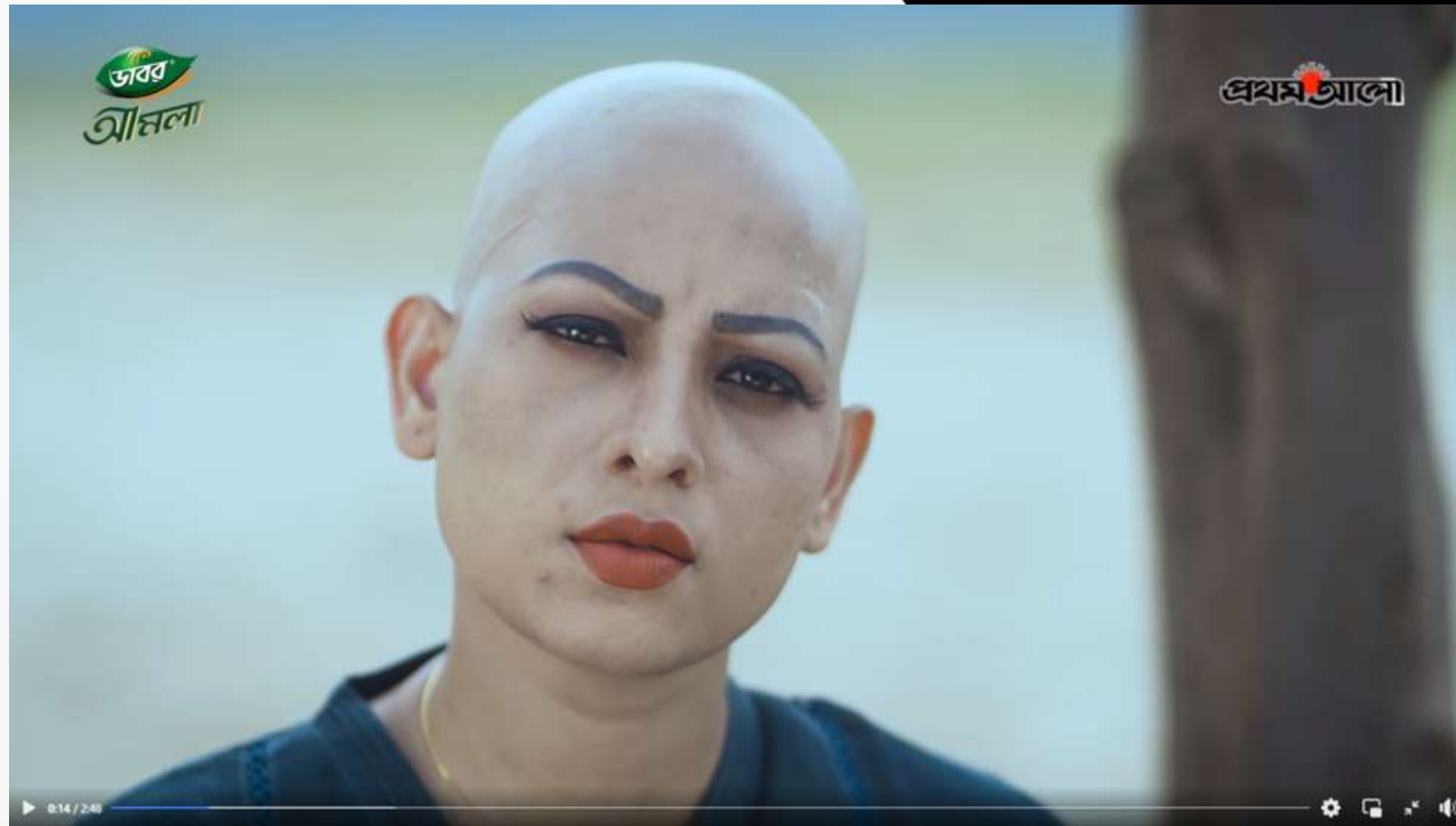
during the fifa world cup 2022 in qatar, bangladesh's fervor for football soared, especially with the anticipation of lionel messi's potential last world cup. recognizing the strong argentine fan base, crosswalk launched a campaign to gather wishes for messi to lift the cup. partnering with the popular chips brand detos, they designed an activation with a social media component, achieving over 7.8 million views, 89k engagements, and a 12 million reach, all at a low cost. crosswalk cherishes this successful case.

হ্যাপি
হেয়ার
ডে

ডাবর
প্রথম আলো

মজবুত হোক
লম্বা হোক
ঘন হোক
ভালোবাসার চুল

Activate Windows
Go to Settings to activate Windows



hair donation campaign for dabur on international hair day

in a heartfelt collaboration between Prothom Alo, Dabur and an informal social media initiative called Bangladesh Hair Donation-For Cancer Patients. This remarkable hair donation campaign was launched on international hair day 2023, which led to a significant impact, with the number of donors increasing by 400%. Dabur enjoyed enhanced brand recall, while Prothom Alo gained substantial visibility. the campaign's simple yet emotional approach resonated deeply, creating a lasting impression and fostering community engagement.

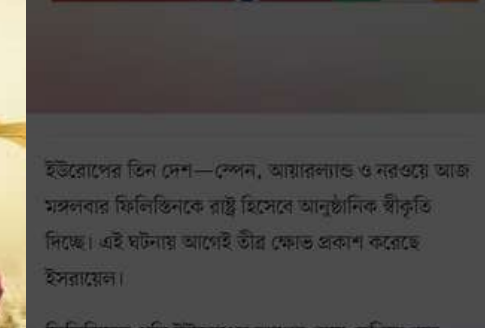
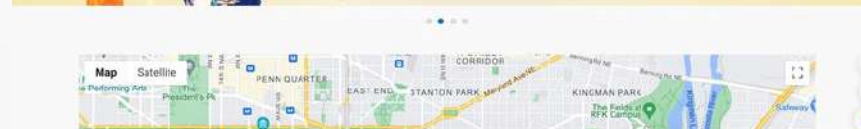
konka washing machine

crosswalk communications executed a digital campaign for konka washing machines on behalf of electromart limited. through a strategic, phase-wise approach and innovative content placements, the campaign successfully met its sales targets. the targeted communication effectively reached and engaged the intended audience, contributing to the overall success of the initiative.

ovc (phase 1): https://youtu.be/pddf_ye5vjc?si=yf9jr4tfnprh9txe

ovc (phase 2): <https://youtu.be/4kxfj4mbkuw?si=z0xdbmsosjt6-qdg>





digital only consumer promotion for KONKA (2 years in a row)

2 years in a row, we designed, launched and executed a digital only consumer promotion for KONKA. the campaign has delivered 250% from the kpi set by the company and so far one of the best consumer promotion the brand has ever done in Bangladesh.



driving digital success for electromart brands

at crosswalk communications ltd, we craft impactful digital campaigns for electromart's leading brands – KONKA, GREE (Bangladesh's no.1 ac brand) and HAIKO.

our strategic repositioning of KONKA under the “happy thakun“ platform reshaped its image into a smart, solution-driven brand. from perception shifts to market domination – that's our digital playbook!

with consistent innovation in digital strategy, GREE continues to lead the market and secure top recognitions, including multiple bbf awards.

nbr tax awareness campaign

the national board of revenue (nbr), with support from the european union, launched its first-ever digital tax awareness campaign, executed by crosswalk communications. focused on educating citizens about income tax and promoting online return submissions via etaxnbr.gov.bd, the campaign achieved remarkable results—over 1 million ereturn submissions and 100k followers on nbr's previously inactive facebook page.

facebook:

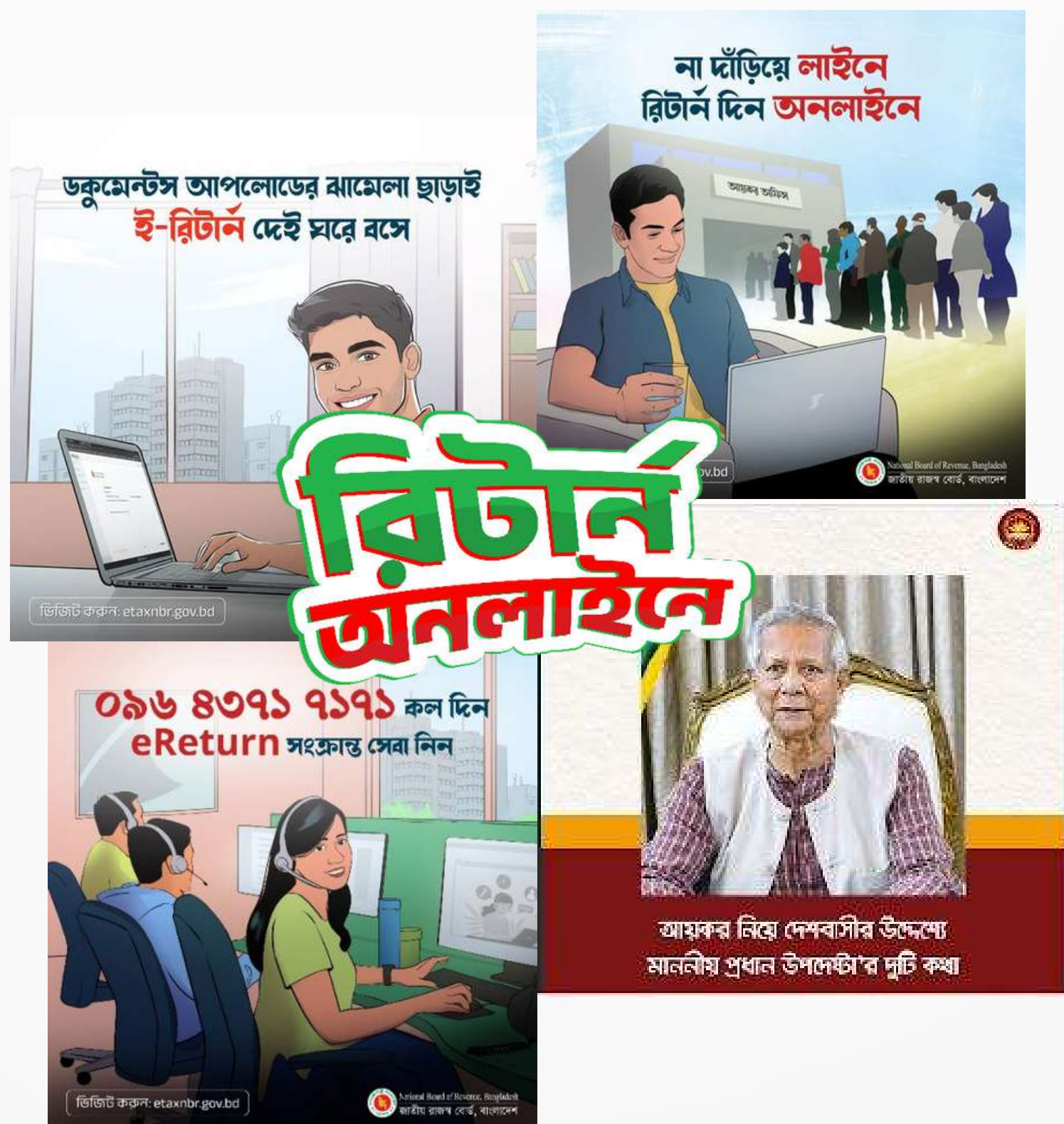
<https://www.facebook.com/nbr.bangladesh>

youtube:

<https://www.youtube.com/@nbr.bangladesh>

linkedin:

<https://www.linkedin.com/company/nbrbangladesh/posts/?feedview=all>



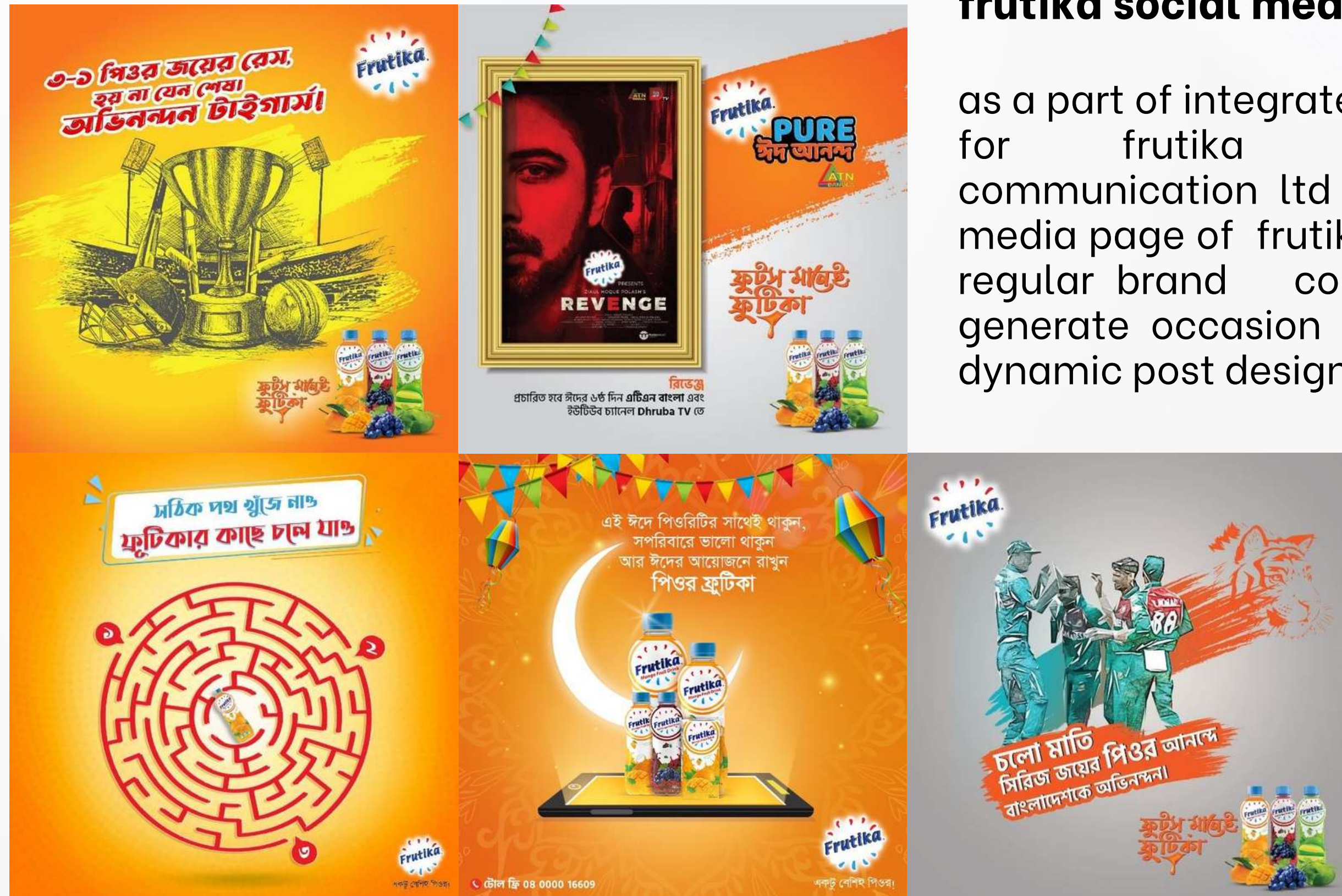


SOCIAL MEDIA MANAGEMENT

Always On. Always Relevant.

frutika social media management

as a part of integrated communication for frutika juice, crosswalk communication ltd handle the social media page of frutika. apart from their regular brand communications. we generate occasion based static and dynamic post design for frutika



esteem (south east bank plc)

esteem is a southeast bank limited premium category program. crosswalk communications ltd is taking care of the page and post. crosswalk develops the offer and services offered and provided for the esteem clients.

The image displays four promotional banners for the Esteem Premium Deposit Accounts program by Southeast Bank Limited. The banners are arranged in a 2x2 grid.

- Top Left Banner:** Features a smiling man in a blue suit sitting at a desk with a laptop. The text reads: "BE AN ESTEEM BE PRIVILEGED". Below this, a list of services is provided: TRAVEL SUPPORT SERVICE, ANNIVERSARY GIFTS AND GREETINGS, LOGISTICS SUPPORT, CASH BACK OFFERS, COMPLIMENTARY GIFTS, BOGO OFFERS, PICK & DROP SERVICE FROM AIRPORT, COMPLIMENTARY DINING, AIR TICKETS, and HOSPITAL FACILITIES. A circular graphic lists the account types: EMERALD, GARNET, ZIRCON, and TOPAZ. The Southeast Bank Limited logo and the Esteem logo are at the bottom.
- Top Right Banner:** Features four large, colorful gemstones (blue, green, purple, and pink). The text reads: "INTRODUCING ESTEEM PREMIUM DEPOSIT ACCOUNTS". Below this, the account types are listed: EMERALD SAVINGS ACCOUNT, GARNET CURRENT ACCOUNT, ZIRCON FDR, and TOPAZ ADVANCE TERM DEPOSIT. The Southeast Bank Limited logo and the Esteem logo are at the bottom.
- Bottom Left Banner:** Features a white gift box with a gold ribbon and a bouquet of pink and yellow roses. The text reads: "MAKE YOUR DAY SPECIAL WITH ESTEEM PRIVILEGE". Below this, it says: "Celebrate your birthday/anniversary with special offers and privileged gifts from ESTEEM." The Southeast Bank Limited logo and the Esteem logo are at the bottom.
- Bottom Right Banner:** Features a white, spherical lounge chair hanging from a chain. The text reads: "INTRODUCING PRIORITY LOUNGE FOR SUCCESSFUL PRESTIGIOUS ELEGANT CHEERFUL ICONIC ACTIVE LIVELY CUSTOMERS". The Southeast Bank Limited logo and the Esteem logo are at the bottom.

islami bank bangladesh plc

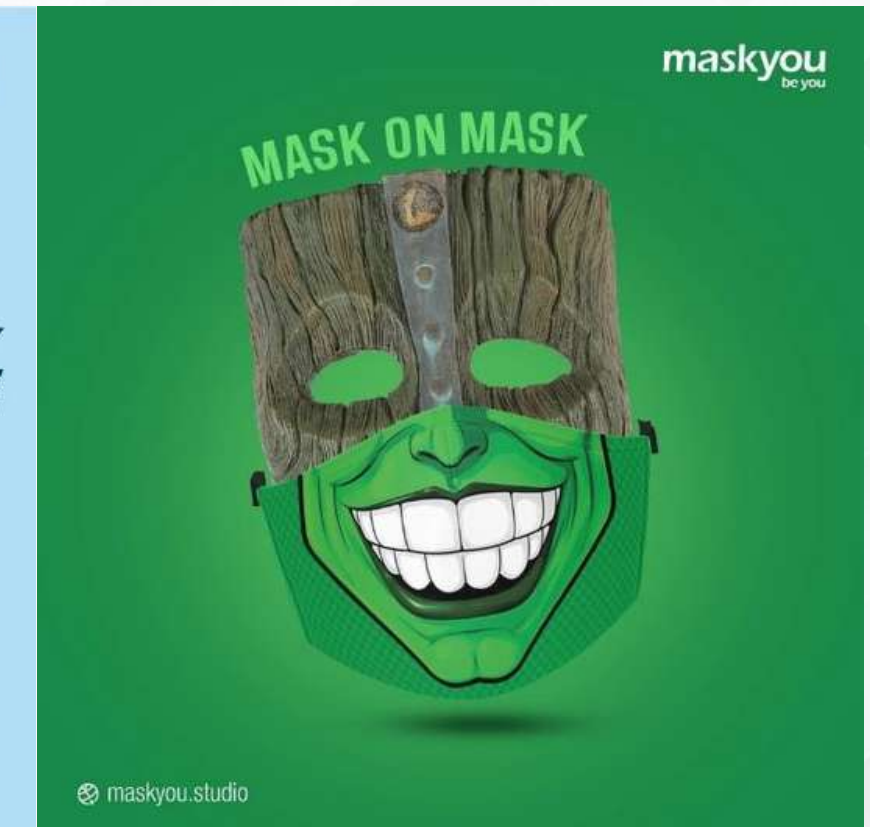
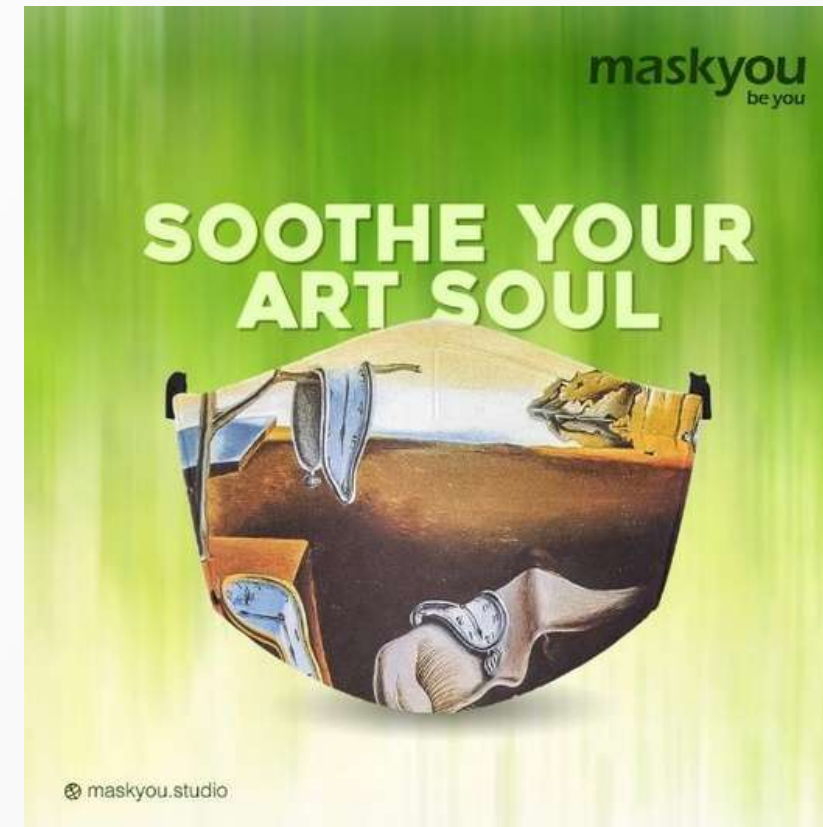
the largest retail bank of bangladesh,
islami bank bangladesh limited
offers number of services to its client.
crosswalk communications ltd
develops the design and maintains
the facebook page to carry forward
the services and offers from ibbl.





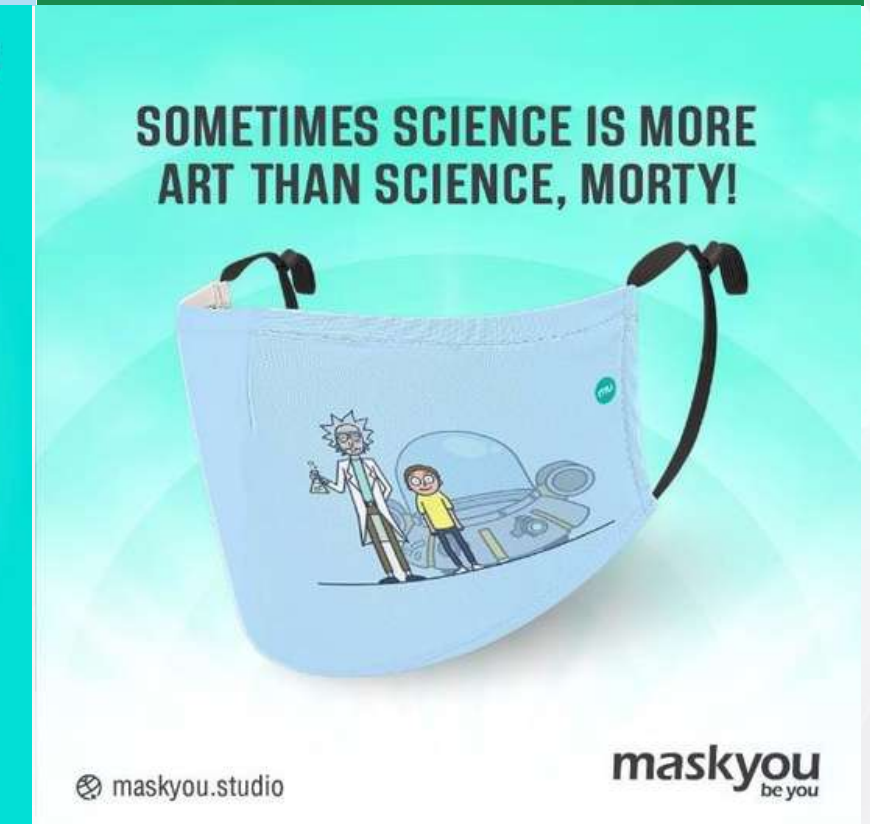
mr. noodles

mr. noodles is a product of pran agro food ltd. and it has claimed its place in the market with its dynamic taste and variants. crosswalk communications ltd maintains the facebook page for them, including design development, post and management.



mu studio

maskyou studio is design mask and other accessories developer and seller. it has its own design development segment to meet the trendy and modern design mask and other accessories for both boys and girls. crosswalk communications ltd supports with its conceptual development, post development, page management and customer handling support.





machan

machan is one of the trendy and popular restaurants in dhaka based in gulshan lake drive road. they provides multi cuisine food and number of exotic foods made with exotic recopies. crosswalk communications ltd manages the page for machan including design development, menu design and product photography.



BRANDING & IDENTITY

Built to Be Recognized

some widely recognized
logos from the house of
crosswalk.

Logo Designed By Crosswalk:



2FUN Wafer

2FUN is wafer product of Danish Food Products (Partex). 2FUN offers tasty, itsy-bitsy wafer for fun loving kids. Crosswalk Communications Ltd developed the initial creative tasks for the brand strating from the logo development to post and communication development and post in their facebook post.





E-COMMERCE & WEB

From Click to Conversion

just like our universe is made up of atoms –
the marketing universe is made up of

CONVERSATIONS

and as marketers, our roles are to either ignite or sustain them.

to thrive in today's digital landscape, we believe e-commerce expertise is essential for any modern marketing agency. that's why we've built hands-on experience developing websites across diverse industries—fashion, electronics, corporates, and more. our capabilities span the full lifecycle, from design to delivery, with real-time optimization and performance monitoring built in

with 20 years of experience



has been creating **CONVERSATIONS** for a variety of brands and organizations with diverse audiences across the country



today, our audiences are all living in an interconnected world, where they have almost unlimited access to networks and social platforms and information comes at them all the time.

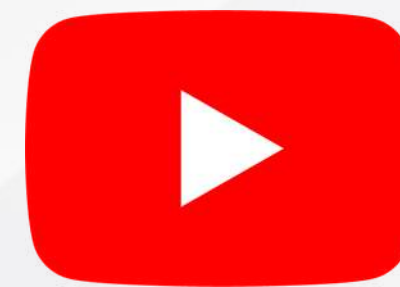
digital technology is the only two-way conversational marketing medium we have outside of a face-to-face meeting. This uniqueness makes digital engagement more efficient, profitable, and much, much more vital.



42M Monthly
Active Users



8.5M Monthly
Active Users

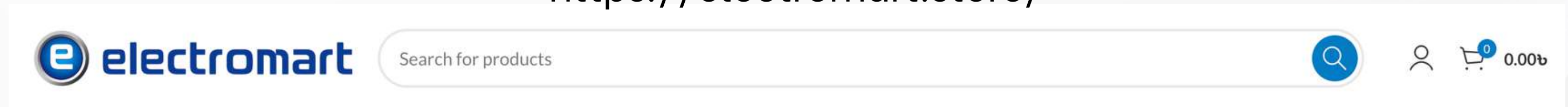


3.5 Bn Viewer Per
Month

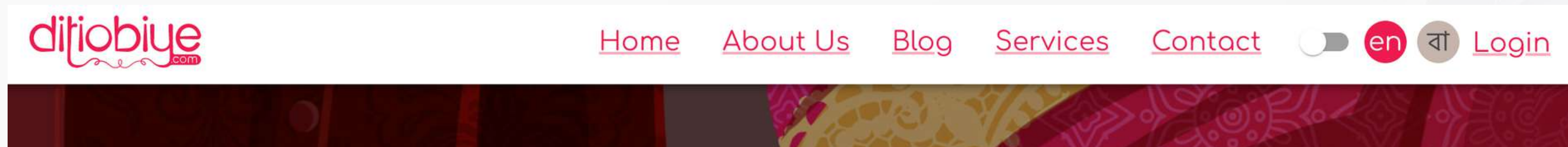
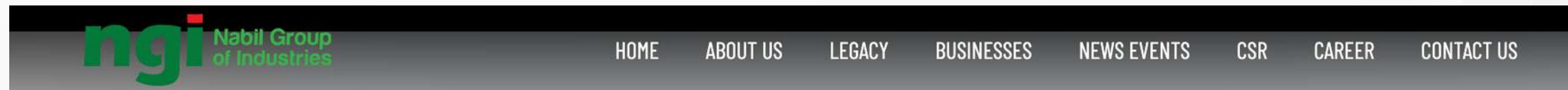
<https://www.transcombd.com/>



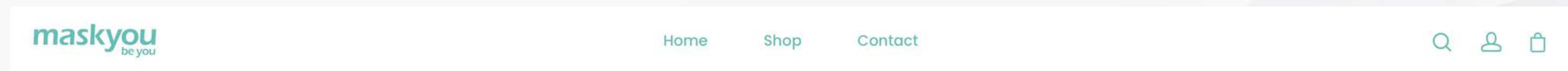
<https://electromart.store/>



<https://ngibd.com/>



<https://maskyou.studio/>



<https://luminouspromo.com/>



our core services include

development & technical supervision

(hands-on supervision of frontend/backend dev teams, integrated payment gateways & inventory systems & api integrations for real-time syncing. example: GREE/KONKA/HAIKO brand with 99.9% uptime and high load tolerance)

f-commerce & community management

facebook page management & ad campaign setup, proactive query and community management & brand voice consistency across platforms. example: frutika brand with 2x engagement and loyal community

sales, fulfilment & customer service

order processing, packaging, and last-mile delivery coordination, crm and automation for post-sale engagement & providing structured support channels for customer satisfaction. example: boosted repurchase rate by 40% in 4 months for electromart.com.bd

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our belief

the ultimate factor that decides **whether a technology will be adopted** is **not technical** at all.

the most essential aspect of any web site these are **enabling visitors on how well the ui/ux are designed** and supports human cognitive capabilities

in short, it's not just a site visit, it's about **talking to someone - more human-like**

which is why we would like to propose a website
that is intertwined with your communication
framework to capture the audience and treat them
like we physically treat them



our usual design considerations

- ✓ **first impression matters**
 - assessments made in 2–5 seconds
 - 94% of first impression related to design
- ✓ **beautiful design builds trust**
 - poorly executed design is major reason people mistrust website/brand
- ✓ to be able to do the front-end UI/UX and designing; we need to have **a Logo and Brand Guideline in place**
- ✓ **avoiding template** looking design.
- ✓ design the website and audience experience (UX & UI) keeping **the brand essence and viewpoint** in mind.



website optimization strategies



mobile first



technical SEO



core web vitals



user intent



schema



user
experience



link building



content
marketing

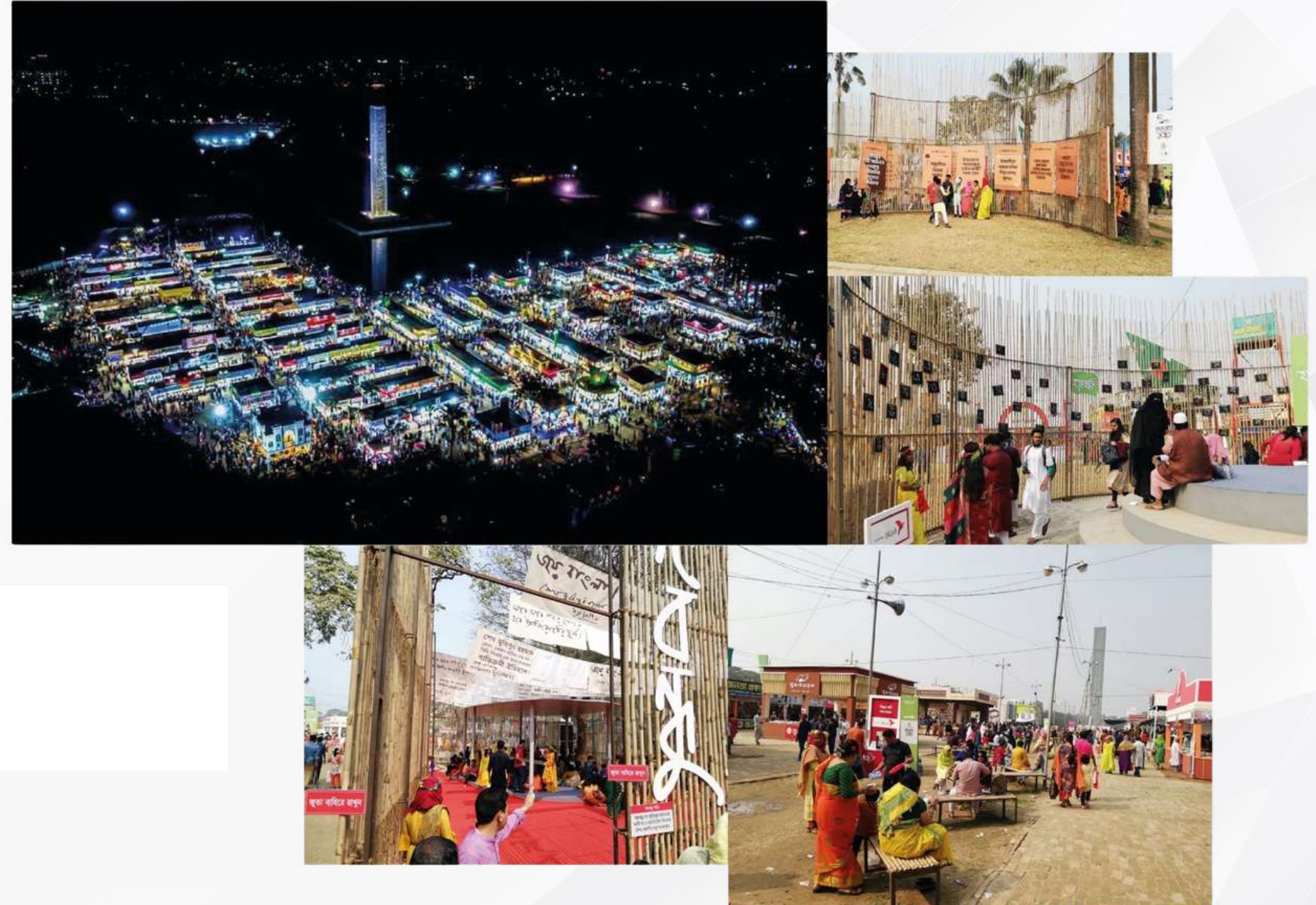


EVENTS & ACTIVATIONS

Experiences People Remember

gronthomela to boimela (2019, 2020, 2021 & 2022)

crosswalk successfully transformed the “jatio gronthomela” into the widely recognized “boimela” aligning with popular sentiment. as the largest book fair in the world, boimela being the no 1 calendar event in bangladesh needed the creative touch created by crosswalk. organizing this massive event for four consecutive years demonstrates crosswalk’s exceptional management skills and attention to detail, solidifying our reputation as experts in event coordination and cultural promotion.



sera satarur khojey bangladesh

a nationwide swimmer hunt campaign spanning 64 districts, in collaboration with the bangladesh navy and bangladesh swimming federation. the 360-degree campaign and activation aimed to discover talented swimmers through live competitions. this initiative resulted in identifying 57 exceptional swimmers who are actively competing today. the campaign's reach was extensive, drawing significant participation across the country and showcasing the depth of swimming talent within the nation.





prothom alo anniversary calendar event

since 2016, crosswalk has been the driving force behind the successful planning, organization, and execution of prothom alo's prestigious anniversary calendar event. known for its exclusivity, this event is highly anticipated, with attendees eagerly awaiting invitations. each year, crosswalk faces the creative challenge of enhancing the experience, pushing their creative capabilities to new heights. this ongoing success highlights crosswalk's expertise in delivering innovative and memorable events





experience and reliability lead us to arrange high voltage events like arcasia, tupperware summer fest and sporsho; a very special event for the people suffering from sight loss



crosswalk arranged the international model pageant competition, face of asia's bangladeshi part, named face of bangladesh and several big shot bangladeshi event like denim expo

for more of our work samples

please drop us a line at
info@crosswalkbd.xyz



 facebook

 Instagram

 YouTube

