



COMPANY **PROFILE**

www.artactbd.com





About Artact

Artact is a brand strategy design consultancy company. We provide best marketing strategies & designs to help brands and businesses achieve their goals.

Our Services

STRATEGY

Whether a company is evolving or new to the industry, we work with businesses & organizations of all sizes to clarify their purpose, find their voice, understand their customers and define their goals.

POSITIONING

Positioning is the heart of a brand. It defines what a brand is, its benefits and competitive advantages & what it means to the target market. In short, brand positioning establishes an emotional connection with your customers. It's how you want your company to be perceived in their minds and among competitors.

USER PROFILES AND JOURNEYS

We apply our findings from customer segmentation to user profiles that represent a brand's target markets, then map out scenarios in which those users might interact with a brand. Defining informed interactions helps us predict pain points & provides insight into functionality and user behavior.

CUSTOMER & REVENUE SEGMENTATION

Segmentation is a powerful tool for discovering customer needs and potential for growth. By examining the behaviors, motivations & frustrations of specific groups within a target market, we can identify unfulfilled needs and turn them into competitive advantage.

BRAND ATTRIBUTES

Brand attributes are characteristics that describe the intrinsic and extrinsic qualities of a brand. They reveal its personality, functionality, and physical traits through imagery, language, actions, & assumptions. Attributes are what allow us to identify brands.

COMPETITIVE AUDIT

A thorough competitive analysis is critical for any emerging or evolving business. This process identifies the strengths & weaknesses in a brand's competitive landscape, allowing your company to better understand the market, target customers more effectively, and make intelligent decisions about how to grow your brand.





BRANDING

We build brands that inspire. Branding is about expressing a company's personality and values, building a comprehensive and consistent experience that resonates with customers and nurtures lasting relationships.

LOGO DESIGN AND IDENTITY SYSTEMS

We work collaboratively to create the most truthful, compelling, and beautiful image of your brand. Supported by diligent research and fearless iteration, we explore many possibilities before arriving at a comprehensive and versatile identity system.

NAMING & MESSAGING

What do you want to say, and what's the best way to say it? Language defines a brand as much as aesthetics, and we can work with you to develop the perfect verbal identity. From naming your company to articulating brand promise and positioning, we're here to help pinpoint and amplify the most authentic voice for your brand.

BRAND GUIDELINES

Consistency drives the power and integrity of a brand. We bulletproof your brand by creating logo specifications and guidelines for typography, color, iconography, image style and usage, and more. This ensures that anyone can apply your brand assets correctly and consistently.

MARKETING AND BRAND COLLATERAL

How do your customers engage with your brand? Through advertising? Printed matter? Social media? We can help amplify your voice by translating your brand to an infinite array of print, digital, and video campaigns that can grow with you and remain authentic in a multitude of touchpoints.

ENVIRONMENTAL DESIGN

Brands are not just seen they are experienced. In addition to a company's logo and digital presence, brands must also communicate in the physical world. We design displays, signage and wayfinding systems, and interior and exterior

DIGITAL

Navigating the connected world can be complicated. We help mediate the space between users and the information they need by building intuitive, user-centric interfaces that engage, delight and communicate clearly on all devices.

RESPONSIVE WEB DESIGN AND DEVELOPMENT

We carefully craft comprehensive digital experiences that function consistently and seamlessly across all browsers. From desktop screens to mobile phones and tablets, our websites scale and adapt smoothly to the ever-changing context of multi-device users & interactions.

INFORMATION ARCHITECTURE

We are devoted strategists and believe that thoughtful information architecture lays the groundwork for an intuitive, efficient, and effective website. We perform a thorough audit of existing and anticipated content, which we use to map out the most logical and organized structure for your site.

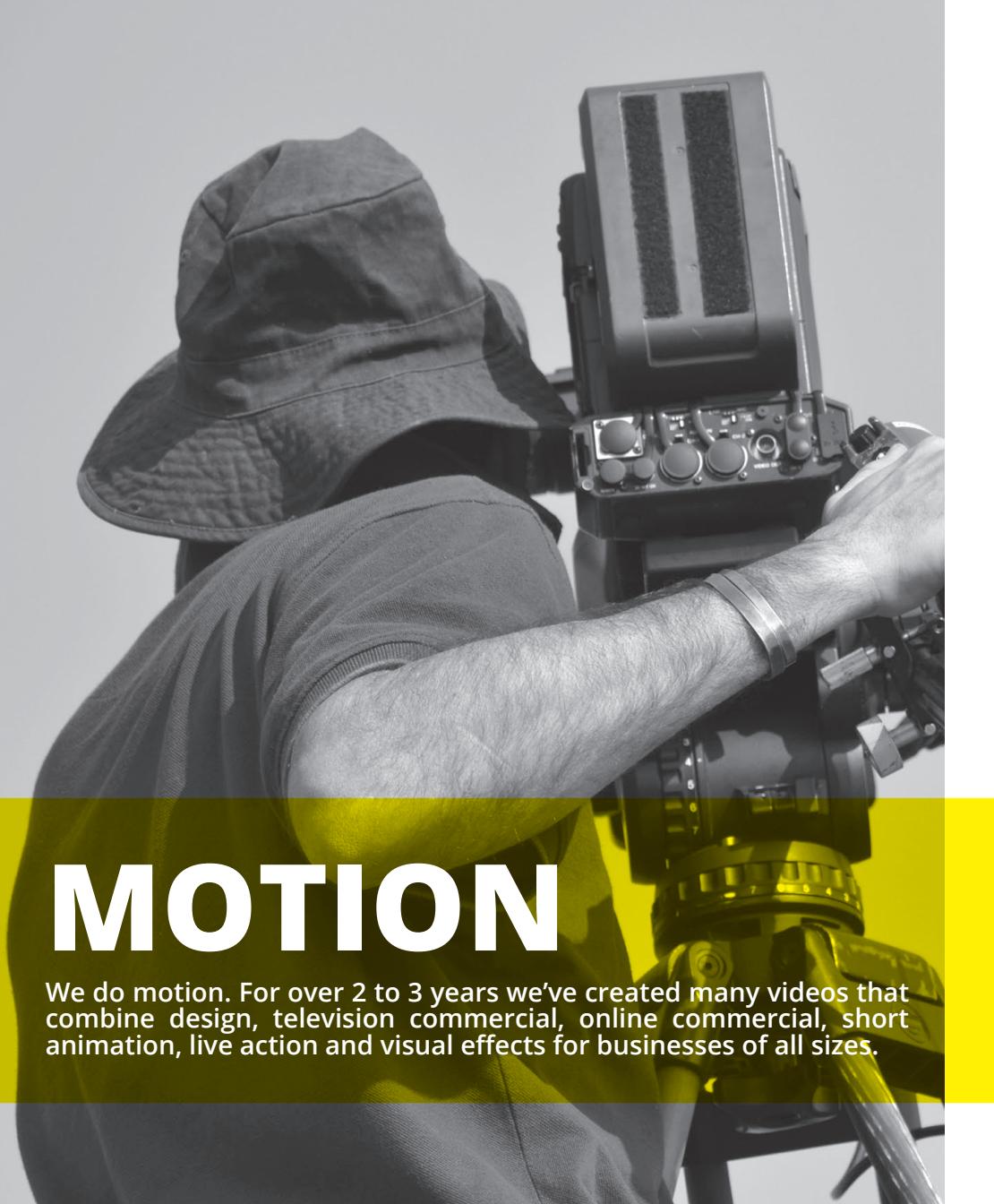
WIREFRAMING & PROTOTYPING

Wireframing is the visual translation of content and structure in the framework of an interface, and prototyping is the act of testing specific interactions in that context. Together, they allow us to study the effectiveness of a website and make fast, iterative decisions that will guarantee maximum usability of the fully developed site.

CONTENT MANAGEMENT SYSTEMS

Modern companies are dynamic, and so is the information they distribute. We are experts at implementing content management systems like Wordpress, which give businesses complete control over their content and the flexibility to access, update & deploy it effortlessly.





MOTION

We do motion. For over 2 to 3 years we've created many videos that combine design, television commercial, online commercial, short animation, live action and visual effects for businesses of all sizes.

SCRIPT DEVELOPMENT

Whether you're starting from scratch or reworking an existing script, we can help add, edit, and refine the details of your story and how you want to tell it.

STORYBOARDING

If a script is the blueprint for a project, then storyboards are the foundation & framing. Storyboards map out the visual sequence of an animation, or live-action video.

MOTION GRAPHICS & ANIMATION

Animated characters, typography, and graphics, help tell your brand's story. We're fluent in all types of animation. From 2D to 3D, traditional frame-by-frame animation, complex visual effects and playful stop- motion.

LIVE-ACTION PRODUCTION

Live action is the process of filming actual actors and objects on sets, locations, or green-screen stage. We shoot, produce, and direct beautiful videos shot on larger than life stages, miniature sets & everything in between.

POST PRODUCTION

The process doesn't stop after the shots have been captured. In post production, we edit and color correct footage, perfect the soundtrack, and apply visual effects and graphics through compositing. This is where everything comes together and is prepped for screens of all sizes.



Vision

To provide innovative and effective integrated marketing solutions which help our clients share their vision with the world and achieve their sales and marketing objectives.

Mission

To provide fresh, results-oriented advertising, public relations and total marketing support which help our clients grow their businesses and realize their corporate goals.

Contact us



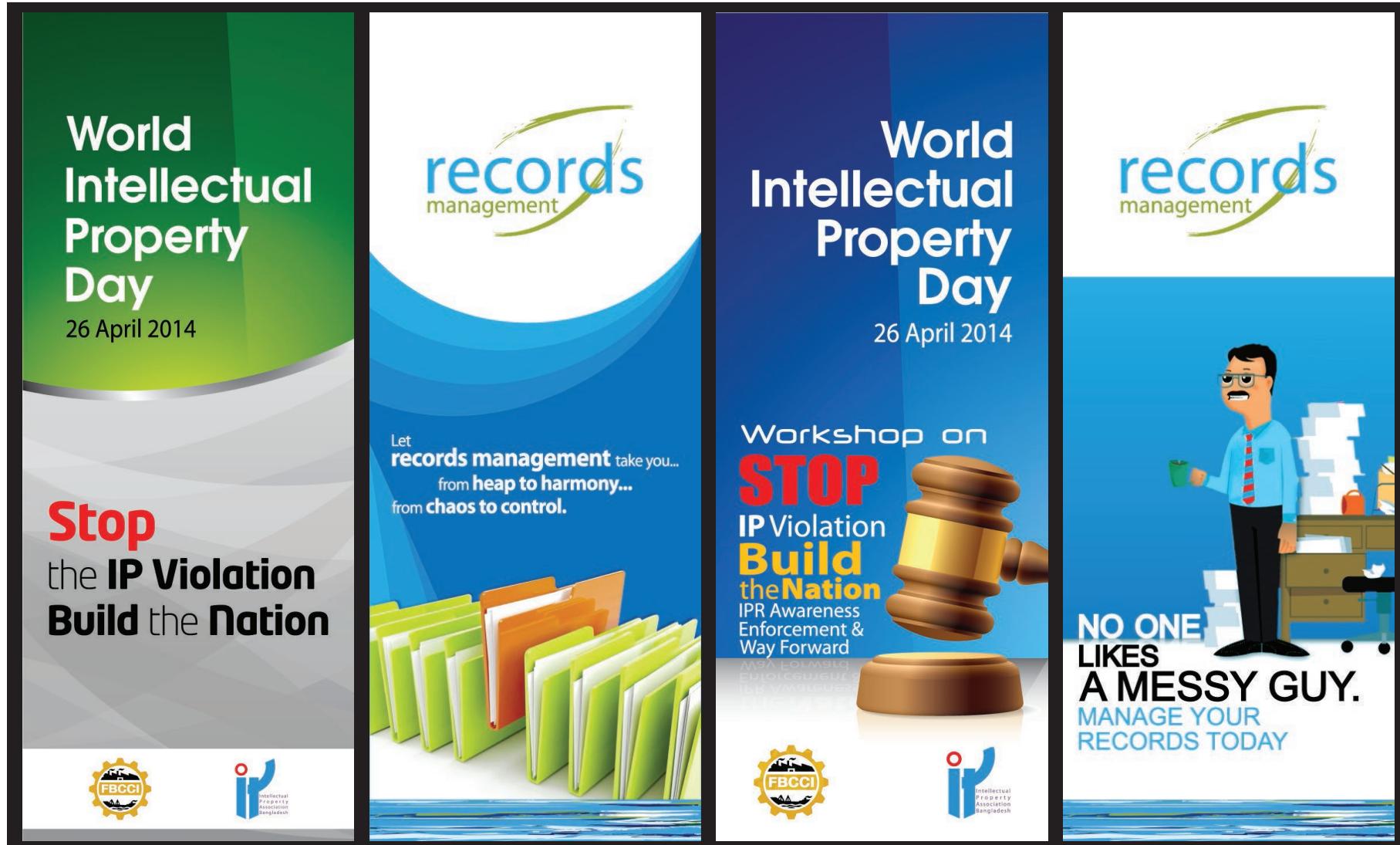
www.artactbd.com

 **LIKE** us on
[Facebook.com/artact.bd](https://www.facebook.com/artact.bd)

 **FOLLOW** us on
twitter.com/artactbd

8/11 (Ground Floor), Block-A, Lalmatia, Dhaka, Bangladesh

Some of our designs



Banner Designs

Some of our designs

used patent certain mind copyright
time rights industrial trade
design rights industrial right
legal intellectual Property works may
software exclusive commercial simultaneously
people artistic secrets term ideas

বিশ্ব মেধাসম্পদ দিবস
২৬ এপ্রিল ২০১৪

World Intellectual Property Day

MOVIES - A GLOBAL PASSION

CREATIVE MINDS
PATENT SYSTEM
DESIGNS
TRADEMARKS
COPYRIGHT
GEOGRAPHICAL INDICATIONS

Department of Patents, Designs and Trademarks
Ministry of Industries

Obsessive-Compulsive Records Disorder

Symptoms:
An obsessive need to keep copies of documents in "personal" files.

Causes:
The main cause of the records management form of Obsessive-Compulsive Disorder is a distrust of the office's filing system. Patients believe that if a document is filed in the office filing system it will be impossible to find again.

Prevention:
Using new employees how to use the filing system. Written procedures also help prevent this illness. Periodic reviews of the filing system will locate any problems. If steps are taken to address the problems, employees will not lose faith in the system.

Treatment:
In epidemic cases, it may be necessary to revise the filing system so that it is user-friendly. In isolated cases, one-on-one employee training is usually successful in convincing employees to use the filing system and avoid hoarding records.

Paper Cuts

Symptoms:
A short, straight, shallow cut, usually on fingers or hands. Frequently not noticed until hands are immersed in water. Deep cuts may cause bleeding.

Causes:
Paper cuts are caused when the skin is brushed against the edge of a piece of paper.

Treatment:
Shallow cuts may be left to heal. Deeper cuts that involve bleeding should be cleaned with an antiseptic and bandaged.

Corporate Alzheimer's Disease

Symptoms:
Loss of corporate memory; inability to make decisions based on previous experiences.

Causes:
Corporate Alzheimer's Disease (CAD) can be triggered by many factors. The main cause is the failure to keep records of document policies, procedures, decisions, and the results of those decisions. Staff turnover is the leading factor in the onset of CAD. In rare cases, CAD can be brought on by an emergency or disaster that damages an organization's records.

Treatment:
Contact the employee and request the return of the files. Removing information from the GWNT without the Territorial Archivist's permission is a violation of the Archives Act.

Kleptomania, Records Management

Symptoms:
An urge to take files from the office under the assumption that they belong to the employee.

Causes:
Kleptomania is most often seen when an employee changes jobs or leaves the Variant organization. It is caused by the mistaken notion that the files that an employee works on belong to him.

Prevention:
Establish an exit procedure for employees who are leaving the department. All records (paper and electronic) should be returned to the office filing cabinets or saved on shared network drives. All files should be encrypted and backed up if necessary.

Treatment:
Contact the employee and request the return of the files. Removing information from the GWNT without the Territorial Archivist's permission is a violation of the Archives Act.

Records management

Does it itch?
A Diagnosis and Treatment Guide to Records Management Diseases

Warning:
This booklet takes a humorous look at Records Management. No offence was meant.

Banner, Magazine Cover & Brochure Designs

Some of our designs

Services We Provide

Srija BD assists students to make an informed decision on what is best for them. Counselors of Srija BD can provide ideas and information on overseas education. Srija BD agrees to provide the following services:

- Student counseling for admission to colleges, Universities and Institutions in NZ.
- Guidance and grooming to students who study and/or complete a course in NZ.
- Providing necessary advice / help to those who land up with skilled jobs in NZ and thus get sufficient points for Skilled Migration.
- Informing students about the relevant Student Visa and other issues.
- Guiding and assisting students for their Visa applications to NZ.
- Issuing Electronic Confirmation of Enrolment on authority of the institution.
- Coordinating stamping of the students.
- Arranging air ticket for students if needed.
- Arranging Pre-departure briefings.
- Advice on accommodation and Jobs.
- Coordinating Accommodation & airport pickup coordination if needed.
- Arranging guardianship for the High School Students below 18.
- Full CV assessment to find the best solution.

About Mr Dhar & Zealvision Limited

Zealvision Limited is one of the few companies that have survived the very many policy changes of Immigration New Zealand over the last decade or more. The founder is an ex- Embassies Officer of the Ministry of Education, Government of New Zealand who held a sworn position in the department under the Crown. Zealvision Limited has been involved in the recruitment of skilled migrants from among the many clients who have been helped by Zealvision Limited, its group companies or founding directors from 2001.

Association

We are proud of a team of Immigration Lawyers and Registered Immigration Advisers registered with the Bar Councils, but also for their experience and commitment to the profession. Who are guided in immigration and visa matters by the registered Government Immigration Adviser Authority approved advises.

Srija BD Limited

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Website: www.srijabd.net

Mission & Motto

Srija's mission is simple. To settle aspiring Bangladeshi settle in New Zealand via education followed by job and career with the added advantage of settling in Australia after 5 years of successful development.

In the age of openness and global interaction, we need to establish our long desired position in the world as a vibrant, efficient and rule abiding Bengal nation. So Srija teamed up with the very best in the industry who can convert desires to reality. The synergistic benefits of this team-up is manifold.

Ideal Clients

Srija is a team of Bangladeshi migrants who are well for overseas education. They may or may not come from the best institutes and may be those who would otherwise be left alone in the competition that is prevalent in Bangladesh. Srija would still help you get a first world qualification at competitive fees, and help you to get a job in New Zealand. We can easily assimilate and integrate in New Zealand.

Second, they can also take up the subject of their choice and complete their course of study in New Zealand with a qualification that has global acceptance.

Third after completion of study students get the advantage of lenient New Zealand Immigration Laws for tertiary students and thus can work in New Zealand for up to 3 years. This is in addition to the many other benefits. This is in addition to the income students may have while they are still a student after HSC when they are allowed to work. We can help you to get a job in New Zealand to recover their living expenses like food, accommodation, transportation and so on. And by the time a student graduates and gets a job in New Zealand, he comes back to Bangladesh the better he has been educated and part of his expenses. In addition, the work experience they gather makes them responsible professionals having a sense of etiquette, discipline, soberness, and practicality.

About us

We are Srija BD Ltd, Dhaka, Bangladesh. And we are, as of date, the leader in Immigration, Study, and Visa Consultancy for New Zealand in Bangladesh. Srija first launched New Zealand in Bangladesh back in 2008 in association with Mr. Md. Ahsanul Haq, the first Immigration Enforcement officer of New Zealand. He also happens to be the first and only New Zealand based Licensed Immigration Adviser credited with settling scores of Bangladeshi students and their families in New Zealand in the last 5+ years.

World Intellectual Property Day

26 April 2014

Stop the IP Violation Build the Nation

CREATIVE MINDS
COPYRIGHT
PATENT SYSTEM
TRADEMARKS & DESIGNS

Movies A Global Passion

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World Intellectual Property Day
26 April 2014

Department of Patents, Designs and Trademarks
Ministry of Industries

Brochure Designs, Banner & Magazine Cover

Some of our designs

EID Special

Outbound Travel Packages, 2014

(Minimum-02 PAX, Twin Basis)

INDIA

Surface Transport Pkg	Darjeling Kalimpong (03N/04D) BDT 13,000/-	Shilong Cherapunji (03N/04D) BDT 13,000/-	Delhi Agra Joypur Azmeer (09N/10D) BDT 31,000/-
	Delhi Shimla Manali (09N/10D) BDT 32,000/-	Kashmir (09N/10D) BDT 33,000/-	

MALAYSIA

Kuala Lumpur (OD) (02N/03D) BDT 31,000/-	Kuala Lumpur Genting (OD) (03N/04D) BDT 41,119/-	Kuala Lumpur Lankwai (OD) (04N/5D) BDT 47,999/-
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THAILAND

Bangkok (RX) (02N/03D) BDT 27,500/-	Bangkok Pattaya (RX) (03N/04D) BDT 28,000/-	Kathmandu Phuket (RX+AK) (04N/5D) BDT 52,000/-
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NEPAL

Kathmandu (03N/03D) BDT 23,000/-	Kathmandu Nagarkot (03N/04D) BDT 28,000/-	Kathmandu Pokhara (04N/5D) BDT 32,500/-
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Costs Included for all Packages

- Return Airlines Fares (Economy Class)
- 03 Star Hotel Accomodations with Breakfast.
- Airport-Hotel-Airport & Related all Transfers.
- Sight Seeing.
- Visa Processing Services (Not Visa Fees) & Tailor-Made Packages of Any Countries of the World.

Service Charge Per Person:

- * Turkey, Vietnam, Russia, Mauritius, Korea **BDT 5,000/-**
- * USA, UK, Japan, Switzerland, Australia, New Zealand **BDT 10,000/-**
- * Remaining All **BDT 3,000/-**

Special Note:
Package rates can be changed without any prior notice based on airlines fares changes.

Aryan Holidays, Aryan Travels
Address: House- 9/4, Avenue- 05, Block-B, Section- 06
Mirpur, Dhaka-1216, Bangladesh.
Hotline: +88-01942-780600, Tel : +88-02-9000608
Fax: +88-02-9005776, Email: info@aryanholidays.com
Email: aryanholidays2010@gmail.com

Outbound Travel Packages 2014

INDIA

Surface Transport Package	Darjeling Kalimpong (03N/03D) BDT 13,000/-	Shilong Cherapunji (03N/04D) BDT 14,000/-	Delhi Agra Joypur Azmeer (09N/10D) BDT 31,000/-
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NEPAL

BG	Kathmandu (03N/03D) BDT 23,000/-	Kathmandu Nagarkot (03N/04D) BDT 28,000/-	Kathmandu Pokhara (04N/5D) BDT 32,500/-
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Contact:
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aryanholidays2010@gmail.com
Website: www.aryanholidays.com

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Dhaka-1216, Bangladesh
Tel : +88-02-9000608
Fax : +88-02-9005776

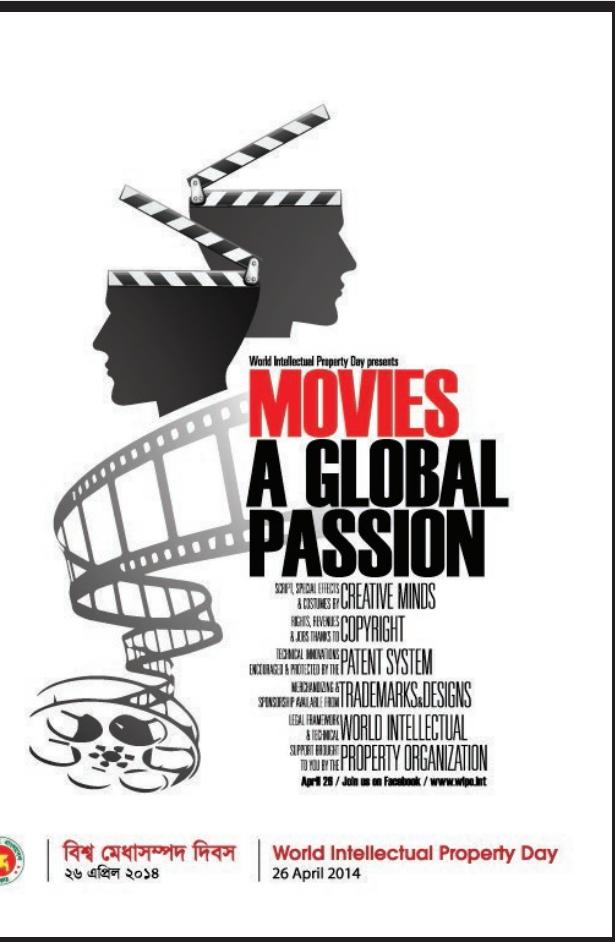
Special Note: Package Rates can be changed any time without any prior notice based on Airlines Fares Changes.
Any types of Customized Packages and Countries of the World.

Package Costs Included: Return Airlines Fares (Economy Class), All Transfers, Accomodations with Breakfast, Sight Seeing, Visa Processing Services (Not Visa Fees)

Service Charge Per Person: * Turkey, Vietnam, Russia, Mauritius, Korea, Brunei BDT 5,000/- * USA, UK, Japan, Switzerland, Australia, New Zealand BDT 10,000/- * Remaining All Countries BDT 3,000/-

leaflet Designs

Some of our designs



Banner & Magazine Cover

Some of our designs



Corporate Identity

Some of our designs



Event Plan

Some of our designs

The collage consists of three main sections:

- Annual Reports (Left):** A vertical layout titled "Last 3 Years ANNUAL REPORTS". It features three sections: 2013 (top), 2012 (middle), and 2011 (bottom). Each section includes a graphic, a photograph, and the British American Tobacco Bangladesh logo. The 2013 section features a stylized leaf made of many small faces with the text "OUR PEOPLE OUR STRENGTH". The 2012 section features a black and white photo of three men, one smiling. The 2011 section features a circular graphic with a woman's face and the text "Partnering with communities building progress".
- Event Plan (Middle):** A 3D rendering of a stage area. Two men in suits are standing in front of a backdrop featuring the British American Tobacco Bangladesh logo. To the right, a man in a suit stands next to a white podium displaying two awards: "100% CHAMPION" and "SILVER CHAMPION". The stage is decorated with small potted plants.
- Event Plan (Bottom):** A 3D rendering of a shareholders registration area. Several people in suits are walking or standing near white and blue registration desks. The area is branded with the British American Tobacco Bangladesh logo and a banner that reads "SHAREHOLDERS REGISTRATION".

Event Plan

thank you