

Samira Nawrin

From: Md. Moinuddin Ashraf <moin.ashraf@mba-bd.com>
Sent: Sunday, April 9, 2023 11:31 AM
To: Samira Nawrin
Cc: Md Mahfuz Ul Islam; Rahat Sohail Ananna; H. Ratin Pinku; SiddiqueeMuhaimen; Suman Saha; Sabbir Ahmed
Subject: RE: [External Mail]RE: Facebook Media Buying Plan for "EID with AMOLED Display Campaign"
Attachments: Xiaomi- Eid With Amoled Display-R1- Digital Media Buying- Apr'23.xlsx
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Flag Status: Flagged

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Dear Samira Apu,

Hope you are doing well. Please find the attached revised plan as required.

Regards,
Moin

From: Samira Nawrin <samiranawrin@xiaomi.com>
Sent: Sunday, April 9, 2023 9:28 AM
To: Md. Moinuddin Ashraf <moin.ashraf@mba-bd.com>
Cc: Md Mahfuz Ul Islam <mahfuz.islam@mba-bd.com>; Rahat Sohail Ananna <rahat.sohail@mba-bd.com>; H. Ratin Pinku <ratin.pinku@mba-bd.com>; SiddiqueeMuhaimen <smuhaimen@xiaomi.com>; Suman Saha <sumansaha@xiaomi.com>; Sabbir Ahmed <sabbir.ahmed@mba-bd.com>
Subject: RE: [External Mail]RE: Facebook Media Buying Plan for "EID with AMOLED Display Campaign"

Dear Moin Bhai,
Please share the revised plan as per strategy.

Facebook Buying Plan for "EID with AMOLED Display Campaign"	
Strategy of Buying	Focus on AMOLED display and get chance to win Xiaomi Tv, smartphones etc while buying Redmi Note 11
Focus Devices	Redmi Note 11 all variants
Key word	AMOLED, Note 11, Note 12, Redmi, Xiaomi, VIVO, V27e,OPPO, Reno 8T,Bkash, Nagad, Techno, Realme, Eid offer, BMW, Bike, Smartphone, samsung, earphone etc(you can suggest more)
Purpose of Objective	Reach
Age Limit	18 to 45
Location	All over Bangladesh
Campaign Duration	10 Apr'2023 to 19 Apr'2023
Budget	BDT 70,000

Thanks & Regards

Samira Nawrin

Marketing Specialist

Xiaomi Technologies Bangladesh Pvt. Ltd.

Contact Number:+8801779924701

From: Md. Moinuddin Ashraf <moin.ashraf@mba-bd.com>

Sent: Sunday, April 2, 2023 3:15 PM

To: Samira Nawrin <samiranawrin@xiaomi.com>

Cc: Md Mahfuz Ul Islam <mahfuz.islam@mba-bd.com>; Rahat Sohail Ananna <rahat.sohail@mba-bd.com>; H. Ratin Pinku <ratin.pinku@mba-bd.com>; SiddiqueeMuhaimen <smuhaimen@xiaomi.com>; Suman Saha <sumansaha@xiaomi.com>; Sabbir Ahmed <sabbir.ahmed@mba-bd.com>

Subject: [External Mail]RE: Facebook Media Buying Plan for "EID with AMOLED Display Campaign"

[External Email] This message originated from outside of XIAOMI. Please treat this email with caution. If you have any questions about email security, please forward the email to misec@xiaomi.com for feedback.

Dear Samira Apu,

Hope you are doing well. Please find the attached plan as per your shared brief. Please do check the plan at your convenience and let me know in case of any confusions.

Thank You.

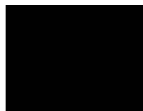
Regards,

Moin.

Senior Media Executive, Digital

Contact: +8801675901939

E-mail: moin.ashraf@mba-bd.com



From: Samira Nawrin <samiranawrin@xiaomi.com>

Sent: Sunday, April 2, 2023 9:40 AM

To: Md. Moinuddin Ashraf <moin.ashraf@mba-bd.com>

Cc: Md Mahfuz Ul Islam <mahfuz.islam@mba-bd.com>; Rahat Sohail Ananna <rahat.sohail@mba-bd.com>; H. Ratin Pinku <ratin.pinku@mba-bd.com>; SiddiqueeMuhaimen <smuhaimen@xiaomi.com>; Suman Saha <sumansaha@xiaomi.com>; Sabbir Ahmed <sabbir.ahmed@mba-bd.com>

Subject: Facebook Media Buying Plan for "EID with AMOLED Display Campaign"

Dear Moin Bhaiya,

We will run **"EID with AMOLED Display"** campaign on Facebook and for the I have shared the strategy. Please share the Facebook Media Buying revised plan based on the below requirements.

Facebook Buying Plan for "EID with AMOLED Display" Campaign	
Strategy of Buying	Focus on AMOLED display with exciting price offered on Redmi Note 11 and get chance to Xiaomi Tv, smartphones etc while buying that smartphone
Focus Devices	Redmi Note 11 all variants
Purpose of Objective	Reach
Age Limit	18 to 45
Location	All over Bangladesh
Campaign Duration	4 Apr - 22 Apr'2023
Budget	BDT 100,000

Thanks & Regards

Samira Nawrin

Marketing Specialist

Xiaomi Technologies Bangladesh Pvt. Ltd.

Contact Number:+8801779924701

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