

Samira Nawrin

From: Md. Moinuddin Ashraf <moin.ashraf@mba-bd.com>
Sent: Sunday, April 9, 2023 12:04 PM
To: Samira Nawrin
Cc: Md Mahfuz Ul Islam; Rahat Sohail Ananna; H. Ratin Pinku; SiddiqueeMuhaimen; Suman Saha; Sabbir Ahmed
Subject: [External Mail]RE: Facebook Buying Plan for "Eid CP Campaign's Winner Post"
Attachments: Xiaomi- Eid CP Winner- Digital Media Buying- Apr'23.xlsx

Follow Up Flag: Follow up
Flag Status: Flagged

[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,

Please find the attached plan as per your shared brief. Please do check at your convenience and let me know in case of any confusion.

Regards,
Moin

From: Samira Nawrin <samiranawrin@xiaomi.com>
Sent: Sunday, April 9, 2023 9:45 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 Buying Plan for "Eid CP Campaign's Winner Post"

Dear Moin Bhaiya,

We want to boost 5 creatives those who will win Eid gifts while running “**Eid CP 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 CP Campaign's Winner Post"	
Strategy of Buying	Push consumer to buy Xiaomi Smartphone and get chance to win Xiaomi Tv, smartphones etc while buying selective devices
Focus Devices	Redmi A1, Redmi A1+, Redmi 10A, Redmi 10C, Redmi 10 2022, Redmi Note 11 and Redmi Note 11S
Key word	AMOLED, 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)
No of Creative	5
Purpose of Objective	Reach
Age Limit	18 to 45
Location	All over Bangladesh
Campaign Duration	10 Apr'2023 to 20 Apr'2023
Budget	BDT 50,000 per post allocation BDT 10,000

Thanks & Regards

Samira Nawrin

Marketing Specialist

Xiaomi Technologies Bangladesh Pvt. Ltd.

Contact Number:+8801779924701

#/*****本邮件及其附件含有小米公司的保密信息，仅限于发送给上面地址中列出的个人或群组。禁止任何其他人以任何形式使用（包括但不限于全部或部分地泄露、复制、或散发）本邮件中的信息。如果您错收了本邮件，请您立即电话或邮件通知发件人并删除本邮件！ This e-mail and its attachments contain confidential information from XIAOMI, which is intended only for the person or entity whose address is listed above. Any use of the information contained herein in any way (including, but not limited to, total or partial disclosure, reproduction, or dissemination) by persons other than the intended recipient(s) is prohibited. If you receive this e-mail in error, please notify the sender by phone or email immediately and delete it!*****/#