

Samira Nawrin

From: Samira Nawrin
Sent: Monday, April 10, 2023 11:04 AM
To: 'Md. Moinuddin Ashraf'
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 "Redmi 10C with Snapdragon 680 Campaign"
Attachments: Miwork20230405-094621.jpg; [External Mail]RE: Facebook Media Buying Plan for "Redmi 10C with Snapdragon 680 Campaign" ; Redmi 10C with Snapdragon 680 Campaign_Media Buying_Strategy.xlsx

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Moin bhaiya,
Please start to arrange this buying as per the strategy. I will share the PO soon.

Facebook Link: <https://www.facebook.com/photo/?fbid=602312318595758&set=a.550142413812749>

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 9, 2023 12:47 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 "Redmi 10C with Snapdragon 680 Campaign"

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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 9:53 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 "Redmi 10C with Snapdragon 680 Campaign"

Dear Moin Bhaiya,

We will run "**Redmi 10C with Snapdragon 680 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 "Redmi 10C with Snapdragon 680 Campaign"	
Strategy of Buying	Focus on Snapdragon 680 processor and get chance to Xiaomi Tv, smartphones etc while buying that smartphone
Focus Devices	Redmi 10C all variants
Key words	AMOLED, Note 11, Note 12, Redmi 10C, Redmi, Xiaomi, VIVO, V27e,OPPO, Reno 8T,Bkash, Nagad, Techno, Realme, Eid offer, BMW, Bike, Smartphone, samsung, earphone, Eid etc(you can suggest more)
Purpose of Objective	Reach
Age Limit	18 to 45
Location	All over Bangladesh
Campaign Duration	11 Apr - 20 Apr'2023
Budget	BDT 80,000

Thanks & Regards

Samira Nawrin

Marketing Specialist

Xiaomi Technologies Bangladesh Pvt. Ltd.

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