



Profile



www.creavisionbd.com

***Creavision Private Limited is a registered company under the Registrar of Joint Stock Companies And Firms in Bangladesh



We partner you to find out the most critical problem your brand, sales, or business facing.



WISDOM

Having knowledge, experience, and good judgement



FROM INSIGHT

A precise and deep understanding



GROWTH HACKING

Get the most efficient ways to grow a business through rapid experimentation

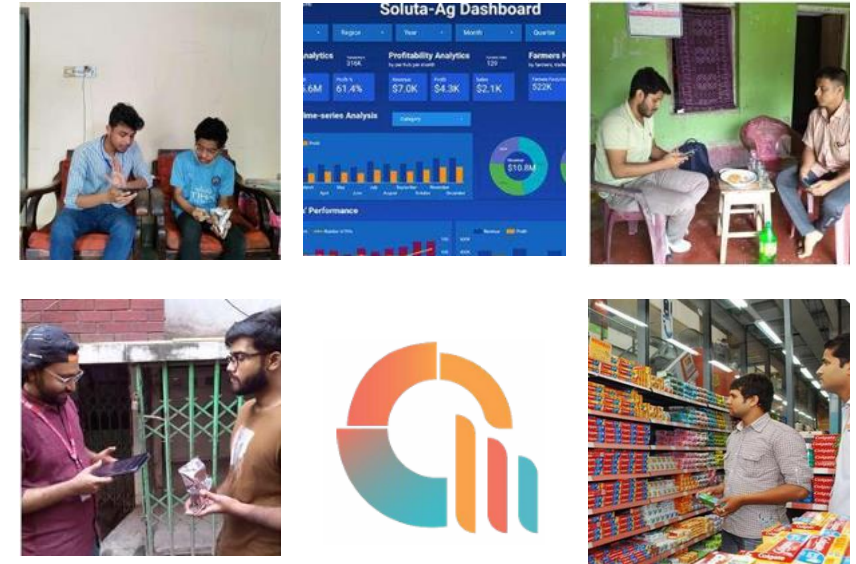


About us

We offer **full-service research**, analytics, and opinion poll covering the entire spectrum of **consumer, media, social**, financial, and governmental research in diversified sectors such as FMCG, media, healthcare, telecom, banking & finance, socio-politics, and education.

We have access to **tested methodologies** and standardized advanced models that are used globally.

Our highly qualified and amiable research team ensures that we not only provide data but also deeply investigate critical issues.



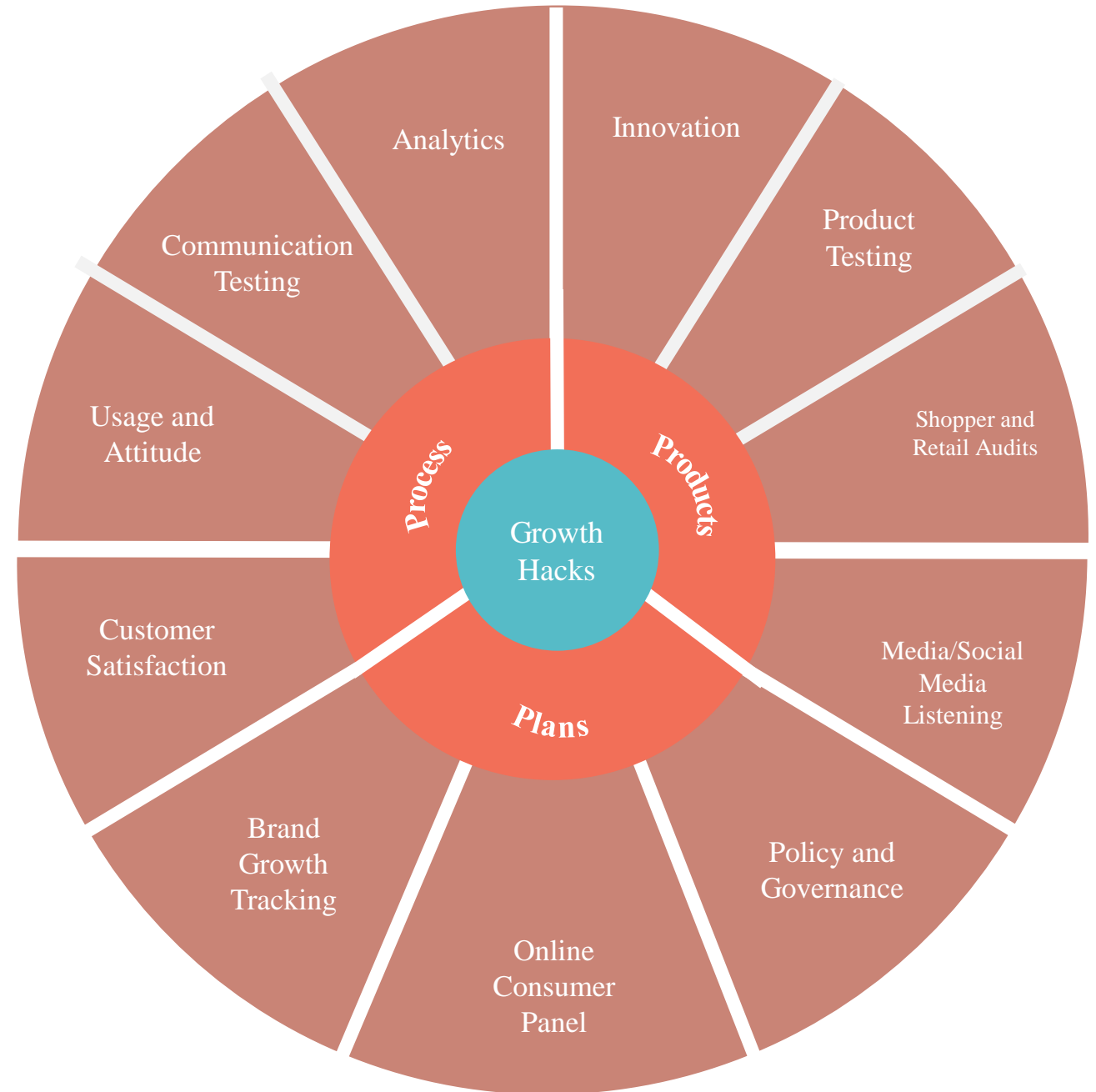
Creavision Private Limited

A black and white photograph of a group of skydivers in a circular formation, viewed from above. The skydivers are wearing helmets and harnesses, and are holding onto each other's hands. They are in various poses, some with arms outstretched, some with legs bent. The background shows a landscape with fields and trees, partially obscured by clouds. The text "Creavision expertise" is overlaid on the right side of the image.

Creavision expertise

Our expertise

Our finely skilled workforce has successfully managed many **large-scale consultancy projects** over a wide geographical spread. We can provide any precise insight support from **brand research to social research**.



Brand Building at Creavision

At Creavision, we believe that growth comes from continuous improvement. We help companies formulating the **right brand strategy** tailoring it to the organizational strategy. In the world of disruption, if we make an awesome brand strategy for the long term, it will not yield something good. We must **keep checking on brand health** and other parameters around the brands in the category and take timely steps to keep our brands ahead. Creavision partners you in your journey to **growth leader**.



Brand Building at Creavision: Our Approach

Our Brand Solutions

1

BrandVision

BrandVision: Strong brands have the capabilities to influence buying behavior. The motivational power of the impressions associated with the brands in consumer minds works behind most purchases. The **BrandVision** solution of Creavision shows you how your brands predispose people in comparison with competitors. We do not stop here as we also show you how much of your predisposed prospects are buying your brands. If some of them divert, why? The agile approach of **BrandVision** shapes your brands toward success over time.

2

Innova

Innova: Innovation is far more than just discovery. Innovation is the answer to how we can rationalize a discovery in the portfolio, how we can improve existing products, how we can detect success requirements for winning innovation.



Our Brand Solutions

3

PreVision

PreVision: PreVision is a product pre-launch study suite that consists of multiple knowledge-gaining activities from concept development to the final launch of a product. It starts with evaluating and optimizing concepts.

2

PostVision

PostVision: The post-launch monitoring toolkit of Creavision helps you to understand the key success parameters as well as the areas of improvement at any point after launching a product. Communication effectiveness can also be measured at this stage.



Our Brand Solutions

5

Product Test

When a quality response is important, getting data from the right audience is far crucial. What makes the Creavision product test different from others that you will never get a shock by misleading results for a product in the real market.

6

CreativeTester

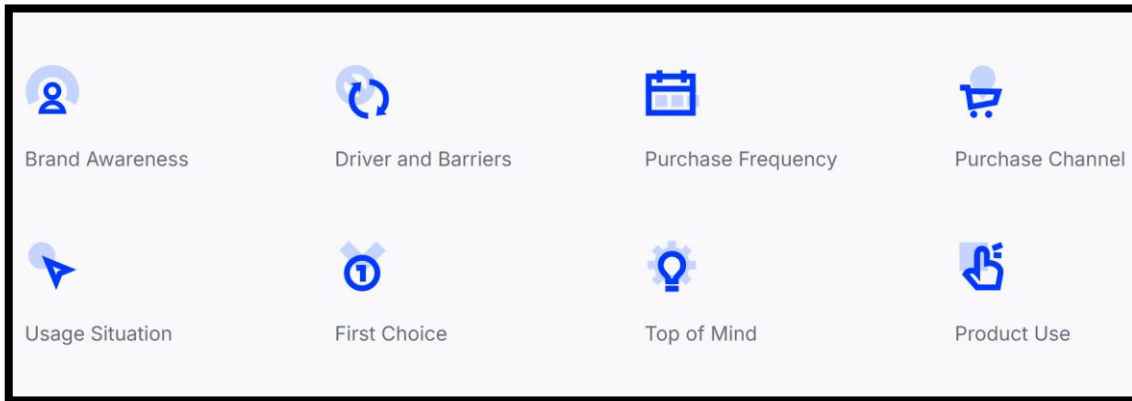
CreativeTester: There has never been any time before as today in the landscape of media. Media is so fragmented today. Do all companies effort airing commercials in hundreds of channels, tens of social media platforms at a time? Every if you can effort, will you air any rubbish that has no connection with the target audience, drives no sell or revenue? Creavision partners you in building an effective media strategy to testing your copy before and after airing.



Consumer Tracking at Creavision

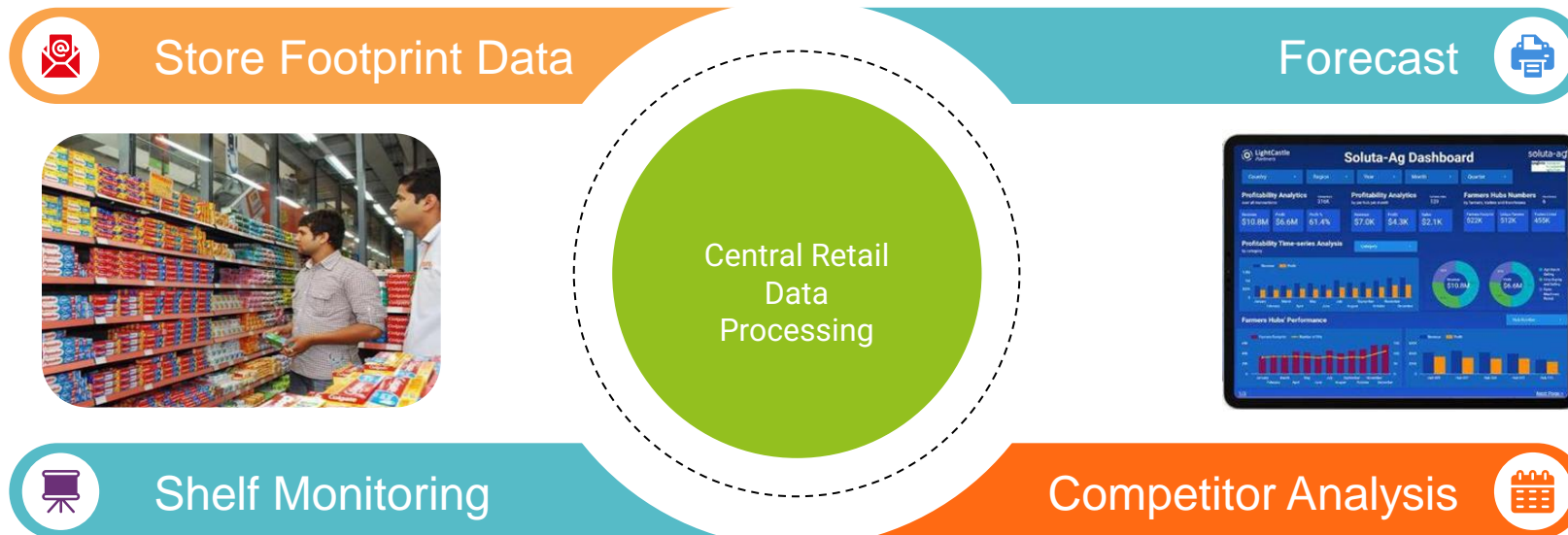
KPIs to measure

Understanding customer is a crucial aspect in every stage of the product life cycle to **strengthen the value** a brand carries. When we say ‘strong relationship’ we mean a deep understanding of customers’ needs and **build memorable experience** by delivering what matters in moments. Creavision panel continuously track everything from brand equity to image profile.



Retail Insights at Creavision

Cutting-edge information technology is constantly shaping the retail business arena. **Consumer trust** being the most important factor in online shopping has become so fragmented that market players can hardly gain it. Creavision applies **AI image recognition** to capture your space share and show your dashboard almost real-time. Besides, Creavision harness customer data to create diverse analytical dashboards for varying decision making.



Creavision Analytics

Data-driven decision is what we hear a lot nowadays. Companies stockpile billions of data. But do we have any structured and meaningful data that can be utilized in day-to-day business operations? Creavision built a **strong analytical platform** that can utilize your customer data to serve them with added value.





Creavision operations

Our operations deploy cutting edge technology to decode consumer mind and assist brands becoming most market responsive

Turning challenges into opportunities

We transform the problem of getting quality insights into opportunity for your brands

- Increasing gated community is narrowing the scope for traditional survey data collection
- Getting market insight in traditional is way costly and time-consuming which makes no sense
- Quality control being heart to any research is fictitious now



Turning challenges into opportunities

We offer a holistic Approach in Data Collection

Creavision Panel

Constantly evolving well diversified panel has all key socio-demographic and ethnographic profiles that helps us to design a nationally representative sample for almost any study

Online & Telephonic Data Acquisition

The team has full access to control the panel to interview required sample. Besides, Random Digital Dialing is a click-away

Physical Data Collection

Data acquisition leaders of 8 divisions are supervising junior survey assistants from other districts under respective divisional areas



Quality Control at Creavision



CAWI

The web survey form uses meta data including start and end time, GPS data, device ID etc. Fraudulent activities can be tracked real-time

CATI

The CATI CRM system gives real-time access to the supervisor to accompany any interview

CAPI

Along with above features CAPI app provides silent recording and image capturing features

Central Monitoring

The data collection tool provides KPIs and dashboard in real-time which is monitored at Creavision Headquarter



People at Creavision

Creavision board and advisory panel

At Creavision we practice excellency and diversity that derives from our highly acclaimed board and advisory panel.



Abdul Malek Tushar
Managing Director

A serial entrepreneur having in-depth knowledge about Bangladesh Market



Md Ariful Islam
Co-founder

Former Kantar researcher - with 9+ experience, offering a proven track record in marketing and social research

Faria Bijury
Advisor

15 years+ experience in market research both in Consumer Research and Retail Measurement Services. Has proven track record of handling local and regional clients and leading diversified talented team

Key people at Creavision

Creavision is a hub of tens of young people equipped with modern technology and mind-set to adapt in changing scenario



Md. Nazmul Hossain, PhD

Advisor

Professor in the Department of Marketing at the University of Dhaka

With extensive experience, he also consults for Creavision Private Limited, leveraging his deep knowledge of market dynamics to drive innovative strategies.



Tofayel Ahamed Rumi, CFA

Head of Quantitative Research

Mr. Ahamed is a CFA Charter holder. He has experience in doing several corporate advisory projects in Bangladesh



Rehan Kabir

Head of Qualitative Research

He has more than 6 years of research experience in leading Financial Institutions of the country. He did his BBA and MBA from Department of Finance, University of Dhaka

Key people at Creavision

Creavision is a hub of tens of young people equipped with modern technology and mind-set to adapt in changing scenario



Rashidul Hasan
Senior Research Manager

Research professional with 2+ experience, offering a proven track record in consumer insights and data analytics



Pujan Roy
Associate Research Manager

Pujan is an MBA having excellent track record in brand and retail research in different industry



Anannya Patranabish
Associate Research Manager

Anannya plays vital role in coordinating between insights and operations team at Creavision



Creavision Portfolio in Brief


Creavision Portfolio in Brief

Study Name	Client	Client Contact	Email
ISPI pre & post event launch monitoring research	Ispahani Foods	Sabbir Hasan Tusher	sabbir_bd@mmispahani.com
Market Analysis Report on Hotel Industry	Bengal Group	Md. Aminul Islam	fin7@bengal.com.bd
Identification and analysis of SKUs and prices all available beverages in Bangladesh	Bruvana	Shariyar Sakib	Sakib@bruvanagroup.com
Pattern of Pharmaceical Industry in Bangladesh	Central Pharma	Munsur Ahmed	
Assessing the implementation of objectives of shariah in islamic banks in Bangladesh	IBBL	Habibullah Al Amin	haamin.abc@gmail.com

Creavision Portfolio in Brief

Study Name	Client	Client Contact	Email
Re-branding SHUDOKKHO, a mobile app for livestock services	mPower	Shah Mohammad Mushfiqur Rahman	mushfiq@mpower-social.com
Unlocking Wellness Product and Service Industry Potentials	Dhaka Flow	Shazia Omar	www.shaziaomar.com
Consumer market survey in the city areas of Bangladesh	Cimmyt	Depok Choudhury	D.choudhury@cgiar.org
Understand Consumer Taste Preferences on Overall Chips Category & Conduct Comprehensive Taste Test Study for Cornado Chips	Ispahani Foods	Sabbir Hasan Tusher	sabbir_bd@mmispahani.com
Staple vs Non-staple tea bag awareness and preference study	Ispahani Tea	Sabbir Hasan Tusher	sabbir_bd@mmispahani.com

Some Clients of Creavision

Beverage			
Hospitality			
Healthcare			
IT			
Development			

Our Resources

7
Years of
Experience

200+
Field Support
all over the country

14
High
Profile
Advisory
Panels

14+
Valuable Clients



15
Dedicated
Team Members



20
Part -Time
Contributors



Completely Trusted By
**Government, NGOs, &
Corporate Partners**

Field Force at Creavision

Nationwide multilayered field force at 10 offices; 500 + Freelance Interviewers; Completed 20+ projects, involving 50,000+ interviews.

8 Regional Office , More Than 350+ Freelance Interviewer

HQ Dhaka, Total Interviewer- 75

Zonal Office Rangpur, Total Interviewer-40

Zonal Office Rajshahi, Total Interviewer-40

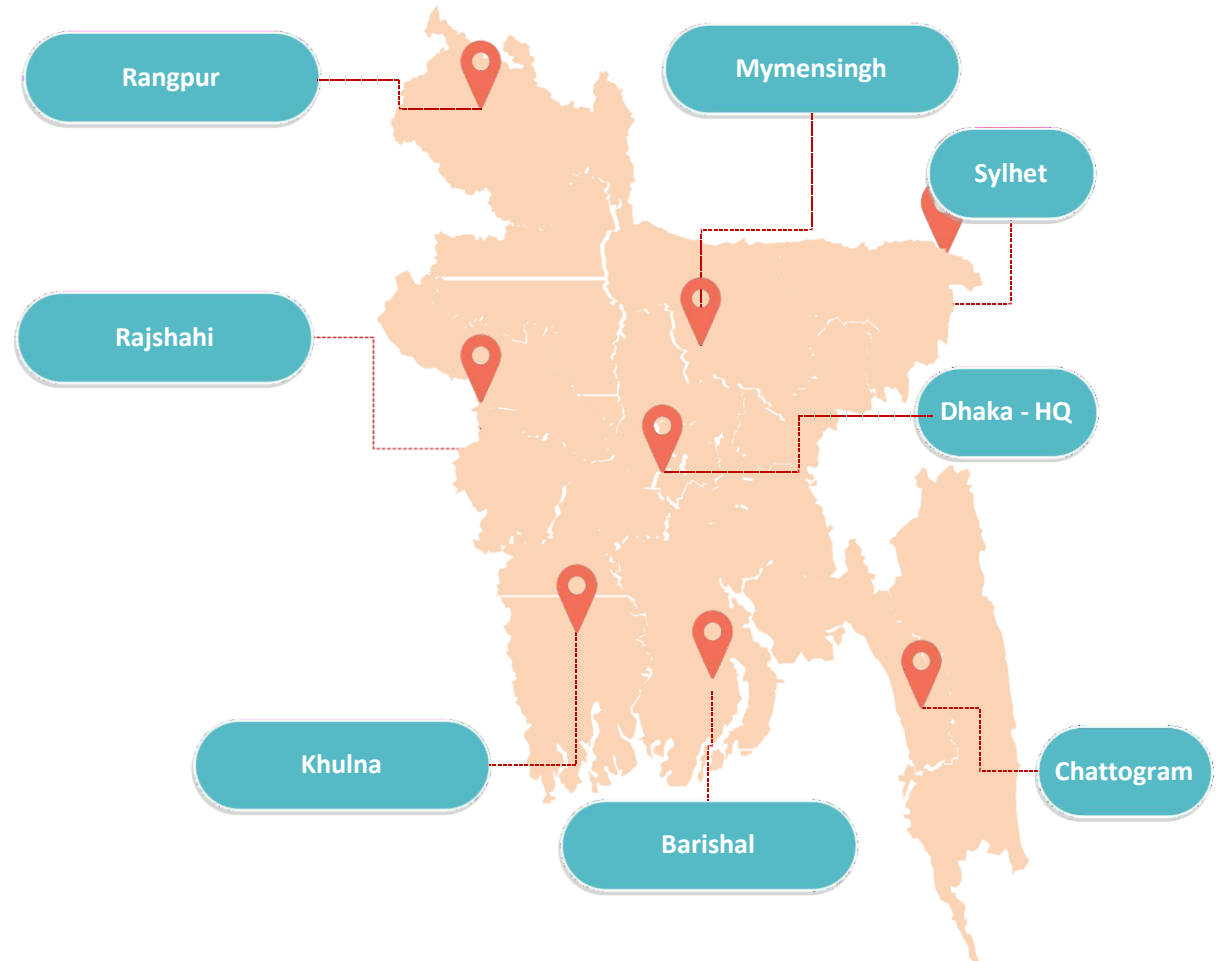
Zonal Office Sylhet, Total Interviewer-40

Zonal Office Khulna, Total Interviewer-45

Zonal Office Barishal, Total Interviewer-40

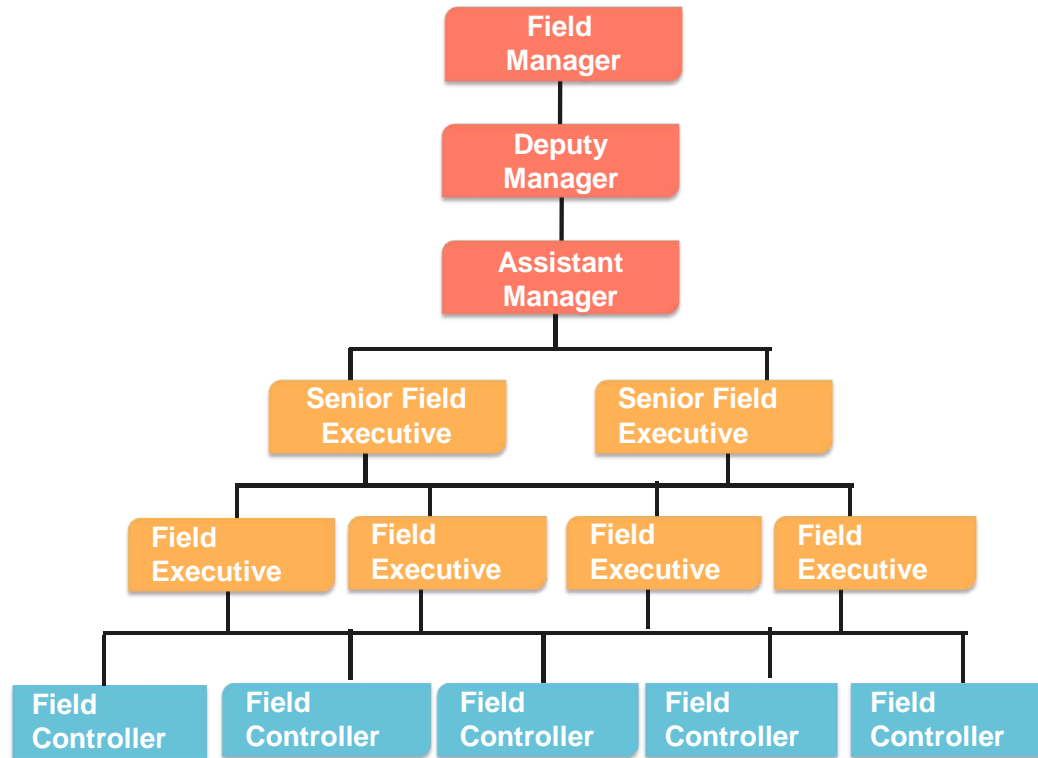
Zonal Office Mymensingha, Total Interviewer-40

Zonal Office Chattogram, Total Interviewer-60



Field Work Structure

At Creavision, our interview process is structured through a hierarchical chain of command overseen by the Field Manager. This chain includes the Deputy Manager, Assistant Manager, Senior Field Executive, Field Executive, and finally, the Interviewer.





Better Insight, Better Decision

Contact Us



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