

Creating Bridges: From Portland To Bangladesh

By Chado Advertising & Design

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Chado Advertising & Design is spearheading a two-week journey to China, Vietnam and Bangladesh for one mission: develop an advertising and branding campaign for international clothing manufacturer, the Epic Group.

DHAKA, BANGLADESH AND PORTLAND, OR—(3/25/09)—Chado Advertising & Design—a small agency on the rise—today announced that the company is developing an advertising and branding program for world-renowned international clothing manufacturer, the Epic Group. Owner and creative director Chad Brown will be traveling on March 30, 2009—with video director Tim Diens—to capture raw footage in three

international cities: Ho Chi Minh City, Vietnam; Hong Kong, China; Dhaka, Bangladesh. The mission is to build a new voice and brand identity, and to create marketing materials to unveil to the U.S. market. “I’m aware of how fortunate and lucky I am to be working with Epic Group, especially as a small business owner,” says Brown, who was up against two other advertising giants when he won the contract last October.

The Epic Group, headquartered in Hong Kong, is a successful multinational company with more than 15,000 employees worldwide. The company was selected as Wal-Mart “Import Supplier of the Year” in 2006. Established in 1971, their manufacturing facilities—located in Bangladesh, Vietnam and China—produce more than 36 million garments a year.

Chado Advertising & Design will help define the Epic Group with a new identity and brand, one that aligns with CEO Ranjan Mahtani’s vision of a modern, smart and classic look and feel. “Something that is here today, and here tomorrow,” says Brown. “It’s not a trend.”

As part of the kick-off to this new identity, Chado Advertising & Design created an ad for Epic Group in honor of Bangladesh Independence Day to run in the South China Morning Post. Mahtani acknowledges this special day with a celebratory ad for his people and his homeland. “The creative inspiration for the ad came from the Olympics, and the feeling of glory and triumph coming together,” says Brown. The fabric itself ties in with Epic

Group as it relates to the people of Bangladesh. The hands represent the family and the disciplinary role of the grandmother.

Along with copywriter Jon Derum, Brown is partnering with Tim Diens of Northwestern Exposure. “I brought in Tim to develop a high-impact video that shows and integrates Epic Group’s current look, and presents a compelling case and a bold new direction where we wanted to take them,” Brown says. Northwestern Exposure is a high-definition video production and post-production company that has served such clients as

New Seasons Market and Edelman public relations. “It’s an honor to work with Chado Advertising and to create an educational and marketing tool for one of the largest textile companies in the world,” says Diens.

Brown hopes that this trip will inspire other small business owners and creatives to go off and do their own thing. “Because I’m small doesn’t mean I have to work small,” he says. “The sky’s the limit.”

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Chad Brown and Chado Advertising & Design Chado Advertising & Design is a creative think-tank and agency for businesses that demand value for their marketing dollar. Located in Portland, Oregon, the agency offers effective visual solutions in broadcast, print and web advertising, as well as video and other forms of design. Founder and owner Chad Brown is taking on a wider range of clients that includes Costa Bella Living, Human Solutions, Global Food Source, Rubicon Group and Oregon Council of Federation of Fly Fishers. Brown still holds to his motto of “Think Outside,” both in work and in play. Whether scaling mountains or fly-fishing, the native Texan has never lost touch with the knowledge that marketing is reaching out to real people with real lives, real passions, and real feelings. For more information, visit www.chado-design.com.

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