



Who We Are

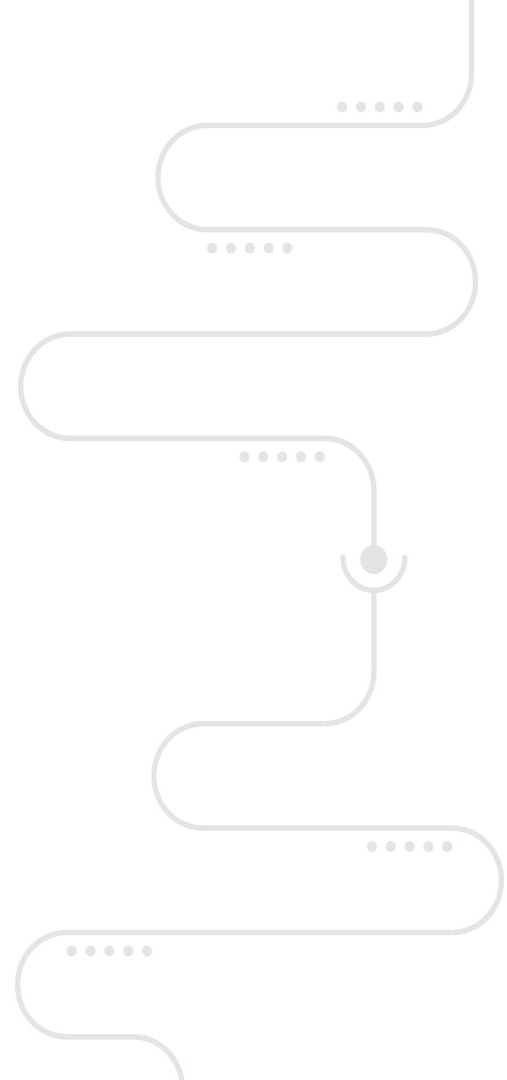
A Little About Us

www.boomerangbd.com



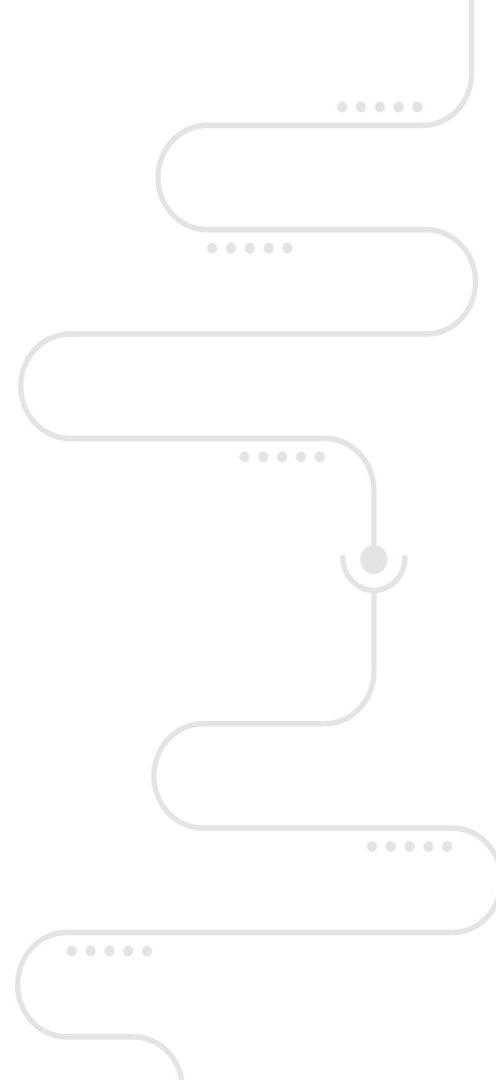
Mission

Connecting **You** to Your **Consumers**



Vision

Work across borders, driving exchange of ideas, concepts and expertise at an international scale.



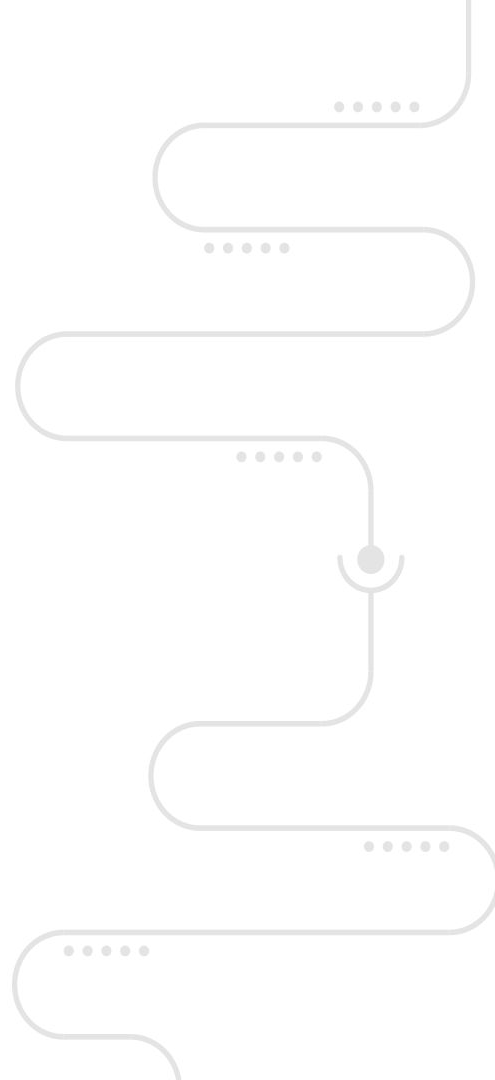
Brand Statement

Boomerang Digital helps you create meaningful and lasting connections with people who matter most to your business.

We are a creative marketing agency who create practical, relevant and effective solutions for your business. We combine strategy, design and digital marketing solutions that help you connect with the right audience in the right context.

We tap into the most innovative platforms and media, and solve issues with a mix of time-tested principles and an ever-growing technical skillset.

We are in this business to add value to the people around us. We build bridges. We connect the dots. We fill in the gaps.



Core Values

1 Simplicity

We keep our approach simple and easy to understand. Our job is to strive for clarity through effective approaches to strategy and design.

2 Integrity

We believe in being honest, ethical and fair in all aspects of our work.

3 Excellence

We offer the best service, aimed at exceeding your expectations with our extreme attention to detail and reliability.

4 Innovation

We are always on the lookout for the next big thing. We prioritize creativity and are not afraid to experiment with new platforms and technologies.

5 Customer Satisfaction

Our efforts are centered around you, our customers. We believe in conversion driven goals, backed by comprehensive data.

6 Teamwork

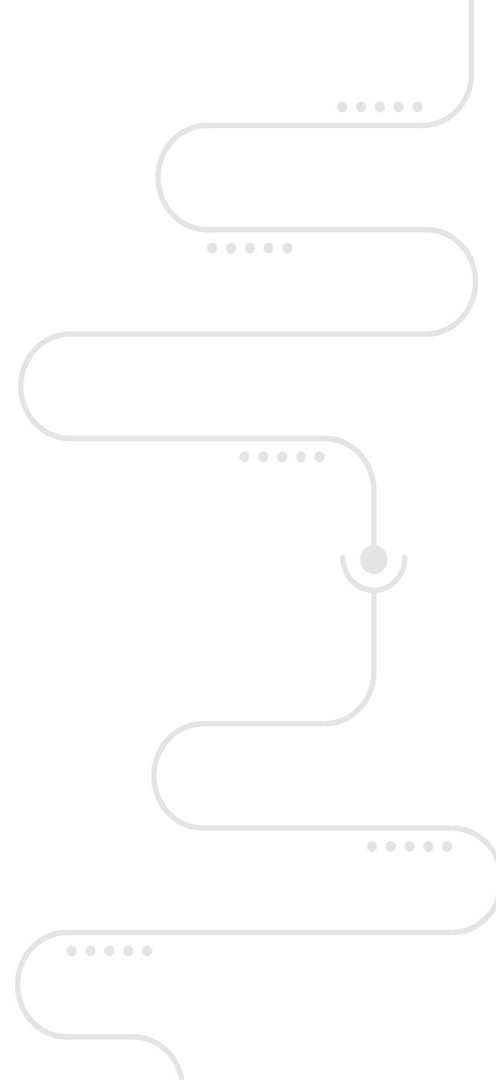
We believe in building trust among our employees and in blending complementary skills to give our customers the best solutions.

Brand Personality

We are a contemporary, fast moving, high energy company.

We execute ideas quickly and learn & apply fast.

We are friendly, approachable and ready to help.



Tone of Voice

1 Informal

Our informal tone makes us friendly and approachable. This is representative of our culture at Boomerang.

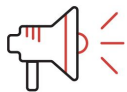
2 Simple

Simplicity is within all aspects of our work and is one of our core values. We keep all forms of communication plain and straightforward.

3 Humble

We never talk down nor sound authoritative. We are always respectful towards others and show humility in all our interactions.

Our Services



Digital Marketing

We are experts at delivering ideas that invite attention. Our offerings include marketing strategy, campaign strategy, campaign management, content strategy, community management and media buying services.



Branding & Communications

We help you find your place in the world, with your own distinct vision and sense of purpose with our brand strategy, visual identity design, logo design and collateral & assets services.



User Experience & Design

We bring your vision and offerings to life through content and visuals. Our services include user experience design, responsive UI/UX design for websites, UI/UX design for mobile apps and designs for print.



Technology

We develop responsive and user-centric websites using modern technologies, along with mobile apps.



Content

We connect you to the your customers through content that resonates with them. Our services include content development, copywriting, video production and photography.

Thank You

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