

BMB

MEDIA MARKAZI



Since 2023

Biz kimmiz?

BMB MEDIA MARKAZI — bu 2023-yil 1-noyabrda **BMB HOLDING** axborot xizmati negizida tashkil etilgan, zamonaviy va kreativ yechimlarni taklif etuvchi professional jamoadir. Tashkil topgan ilk kunlarimizdanoq biz o‘z oldimizga media maydonida yuqori sifatdagi kontentlar tayyorlashni maqsad qilganmiz.

Imkoniyatlar va yutuqlar

Biz doimiy rivojlanishdamiz. **2024-yil 18-may** sanasi biz uchun tarixiy kun bo‘ldi — markazimiz eng so‘nggi texnologiyalar va zamon talablariga to‘liq javob beradigan o‘zining shaxsiy professional media-studiyasiga ega bo‘ldi.

Bizning portfoliomizda xalqaro miqyosdagi yirik loyihalar mavjud. Xususan, Jahon futboli yulduzlarining oxirgi ikki yildagi O‘zbekistonga tashrifi doirasida tashkil etilgan keng ko‘lamli PR-aksiyalar va jamoamiz tomonidan tayyorlangan promo-roliklar millionlab kuzatuvchilar e’tirofiga sazovor bo‘ldi.

Bizning jamoa

Bizning asosiy kuchimiz — bu bizning mutaxassislarimiz. Bugungi kunda markazimizda **20 nafarga** yaqin doimiy va **30 nafarga** yaqin shartnoma asosida jalb etilgan, o‘z ishining ustasi bo‘lgan **50 nafardan** ortiq kreativ va malakali mutaxassislar faoliyat yuritmoqda.

Asosiy yoʻnalishlarimiz

Biz mijozlarimizga toʻliq siklli, kompleks media xizmatlarini koʻrsatamiz:



Video production: reklama roliklari, korporativ filmlar va reportajlar;



Video va fotosessiya xizmatlari: professional tasvirga olish ishlari;



PR aksiyalar: brend nufuzini oshiruvchi keng qamrovli kampaniyalar;



SMM: ijtimoiy tarmoqlarda brendni rivojlantirish;



Branding va Dizayn: unikal vizual qiyofa yaratish;



3D grafika va Digital marketing: zamonaviy raqamli yechimlar;



Media studiya: koʻrsatuv va podkastlar uchun toʻliq jihozlangan maydon.

BMB MEDIA MARKAZI — Sizing media makondagi ishonchli hamkoringiz!

Hamkorlarimiz

Moliya sektori



Davlat tashkilotlari



Sport va OAVlar



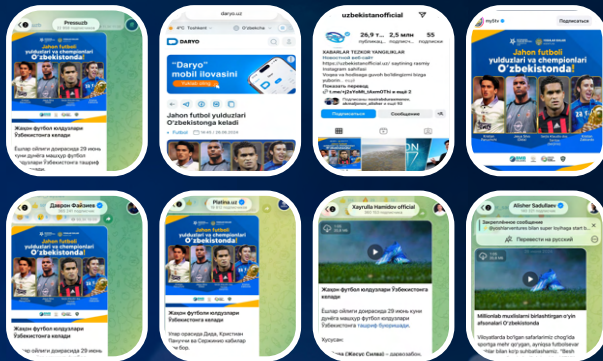
Boshqa tashkilotlar



#Loyihalar

Jahon futbol yulduzlari — **Dida, Kristian Panuchchi, Kristian Zakkardo va Serjiniyolarning** mamlakatimizga tashrifi munosabati bilan **BMB MEDIA MARKAZ** jamoasi hamkorlar bilan birgalikda keng ko'lamli targ'ibot va PR aksiyasini yuqori saviyada tashkil etdi.

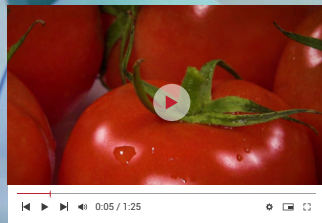
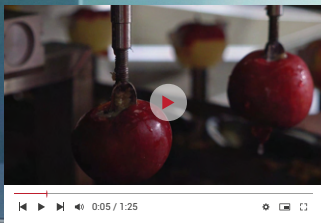
Tadbir doirasida jamoamiz tomonidan professional darajada **maxsus videorolik** ishlab chiqildi. Rolik umumiy hisobda **3 milliondan ortiq** ko'rildi, natijada katta auditoriya qamrovi va yuqori jalb (engagement) ko'rsatkichlari qayd etildi.



QR kodni skanerlang!



BMB-NRC Agrologistics va BMB Agro Plus korxonalari uchun tayyorlangan videoroliklar



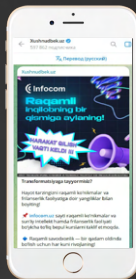
#Loyihalar



Biz **Raqamli iqtisodiyot tadqiqotlari markazi** bilan hamkorlikda **Infocom.uz** axborot resursini ishga tushirish jarayonida loyiha kontentini shakllantirish va uni ommalashtirish bo'yicha kompleks ishlarni amalga oshirdik.

Xususan, platformaning ichki kontent bazasi **IT va raqamli savodxonlik, sun'iy intellekt** hamda tegishli yo'nalishlar bo'yicha **tahliliy maqolalar, videodarslar, tushuntiruvchi materiallar** va **vizual kontentlar** bilan tizimli ravishda boyitildi.

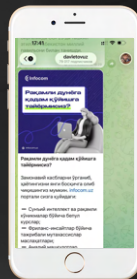
Shuningdek, **influenserlar** ishtirokida mavzuli kontentlar ishlab chiqildi hamda loyiha bo'yicha axborot-targ'ibot ishlari Telegram, Instagram, Facebook va boshqa raqamli kanallarda reja asosida yo'lga qo'yildi.



Xushnubek.uz



Troll.uz



Davletovuz



Davron Fayziyev

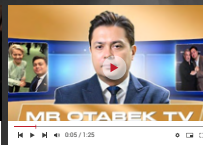
Teacher Azam



Timur Alixonov



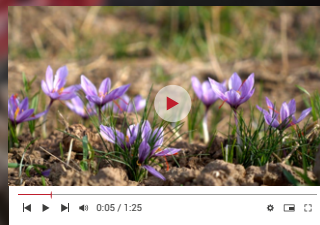
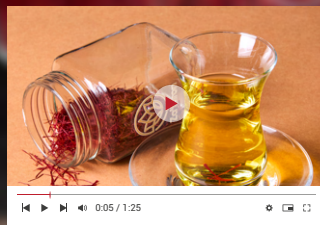
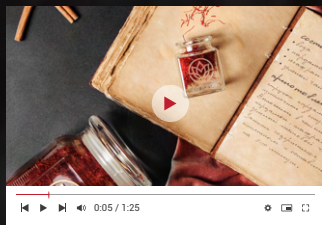
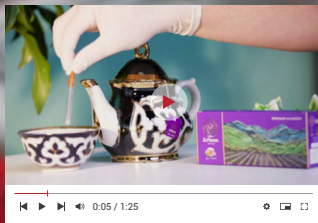
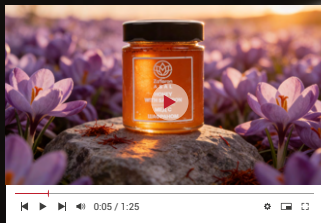
Otabek Mahkamov



QR kodlarni skaner qilish orqali videoroliklarni tomosha qilishingiz mumkin!

#Loyihalar

Za'faron va za'faronli mahsulotlar uchun promoroliklar



#Loyihalar



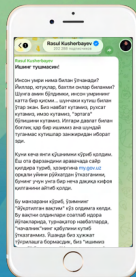
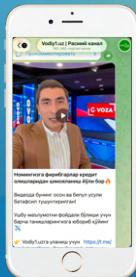
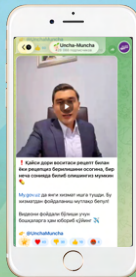
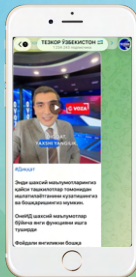
Biz mazkur portalga media va PR xizmatlarini ko'rsatishni boshlaganimizdan so'ng;

Mobil ilova foydalanuvchilari: **7.5 milliondan** oshdi;
Yagona portal foydalanuvchilari: **13 millionga** yetdi.

Ushbu natijaga erishish uchun keng qamrovli targ'ibot strategiyasi qo'llanildi. Xususan, auditoriyani qamrab olish maqsadida **har oy o'rtacha 100-150 ta** Telegram kanalda reklama va targ'ibot materiallari muntazam yoritib borildi.

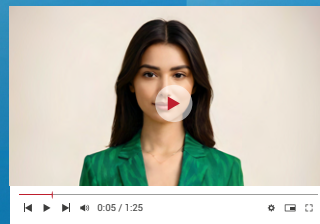
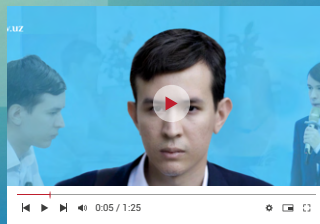
Tahlillar shuni ko'rsatdiki, eng yuqori o'sish sur'ati aynan PR kampaniyasi faol boshlangan davrga (2025 yil aprel-dekabr) to'g'ri keldi.

Bu davrda oylik o'sish oldingi bosqichlarga nisbatan **2 barobarga** ortib, oyiga o'rtacha **460 000 nafar** yangi foydalanuvchini tashkil qildi.



#Loyihalar

Loyiha doirasida tayyorlangan promo, ijtimoiy videoroliklar hamda AI kontentlar



#Loyihalar

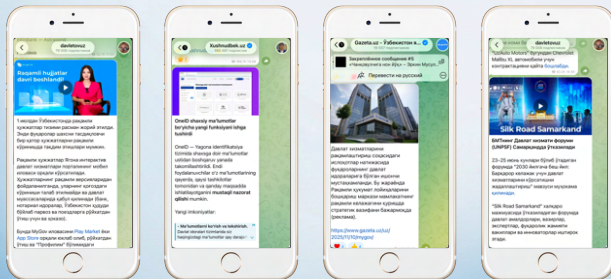


Raqamli hukumat
loyihalarini boshqarish
markazi

Raqamli hukumat loyihalarini boshqarish markazi bilan hamkorlik doirasida mamlakatimizda kechayotgan raqamli transformatsiya jarayonlarining mazmun-mohiyatini keng jamoatchilikka yetkazishda faol ishtirok etdik.

Xususan, sohadagi yagona axborot siyosatini amalga oshirish, aholining raqamli savodxonligini yuksaltirish hamda elektron davlat xizmatlari qulayliklarini targ'ib qilish maqsadida bir qator yirik media-loyihalarni hayotga tatbiq etdik.

Biz tomonimidan tayyorlangan turkum maxsus reportajlar, kreativ videoroliklar va tahliliy materiallar yangiliklarni xalqchil va tushunarli tilda auditoriyaga yetkazishda hamda davlat va fuqaro o'rtasidagi raqamli muloqotni mustahkamlashda muhim o'rin tutdi.



“Qulay hayot!” loyihasi



“Taksi” loyihasi



Forum targ'ibot videosi



QR kodlarni skaner qilish orqali videoroliklarni tomosha qilishingiz mumkin!

#Loyihalar



Media markazimiz faoliyat ko'lamini kengaytirib, moliya sektorida ham muhim hamkorlik aloqalarini mustahkamlamoqda.

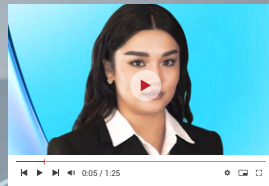
Xususan, mamlakatimizning yetakchi moliya muassasalaridan bo'lgan «O'z sanoat qurilish bank» (SQB) va «Biznesni rivojlantirish banki» (BRB) bilan yo'lga qo'yilgan samarali hamkorlik buning yorqin misolidir.

Ushbu banklar bilan birgalikda moliyaviy xizmatlarni ommalashtirish va brend kommunikatsiyasini yangi bosqichga olib chiqish ustida ish olib bormoqdamiz.

Korrupsiyaga qarshimiz



Kiberxavfsizlik



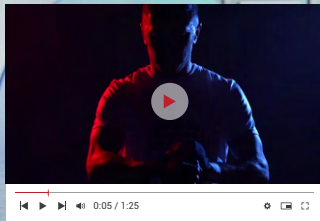
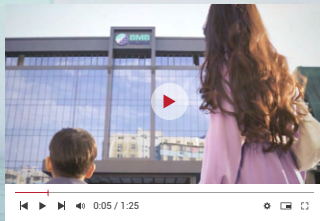
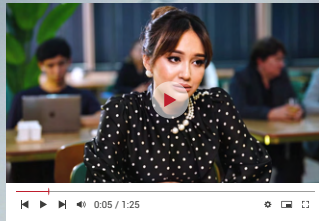
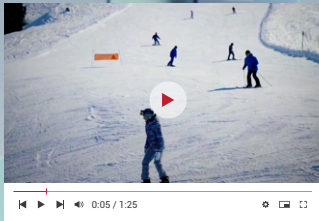
“Mening biznesim” ilovasi



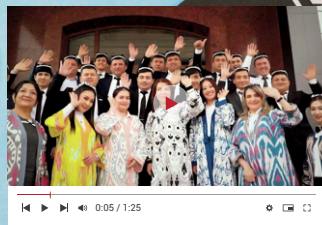
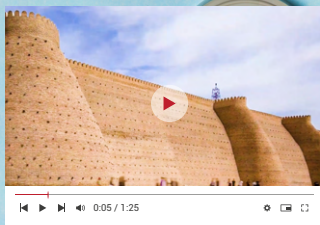
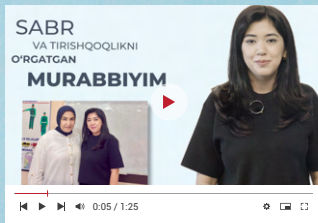
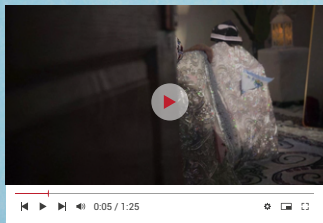
“Oson madad” krediti



Korporativ, imidj va sarhisob videoroliklari



Ijtimoiy videoroliklar

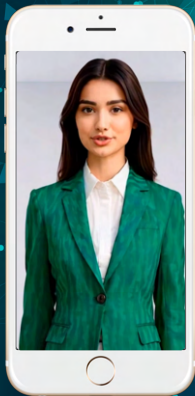
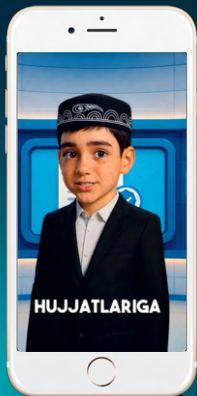


Podkastlar

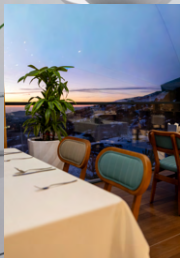


#Loyihalar

Sun'iy intellekt yordamida tayyorlangan kontentlar



Mahsulotlarning fotosessiya xizmatlari





SMM xizmatlari bo'yicha loyihalar







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