



**THE  
BRAND  
AMBASSADOR**

We don't think outside the Box,  
We are already standing out thinking about  
The Box & Scenario.

# Business Profile



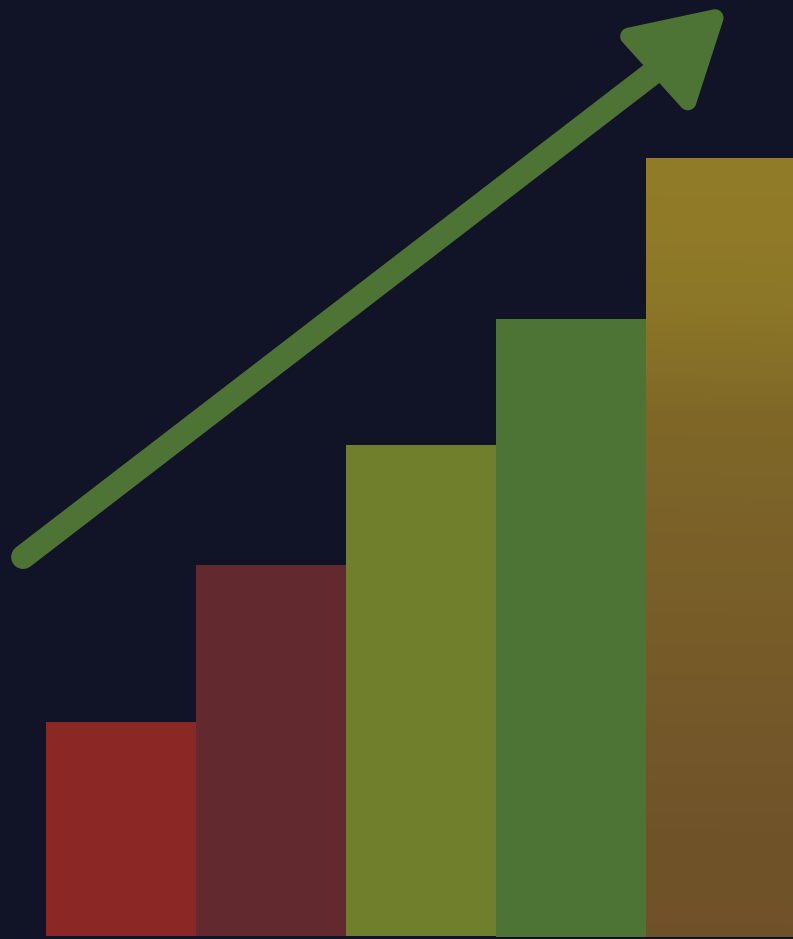


# Index

	Page No
● Why to choose us?	1
● What we do?	
● Brand Research Analysis & Consultancy	5
● Designing & Printing	6
● Digital Marketing	7
● Content Production	9
● Viral Contenting	10
● Direct Marketing	11
● Software   Application   Website Development	12
● Analytics and Reporting	13
● Pitfalls Business face in regards to their advertisement	15
● Coordination and Approvals	16
● Why do big companies pour so much Money in their Advertising?	17
● How much should be your Advertising budget	18
● How much do we Charge?	19
● How do We Assure Our Clients for Guaranteed Response	21



# Why to choose us?



**SALES**

# Why to choose us

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- Are you managing your Advertising or Digital Marketing on your own OR with a In-house Marketing department ?
- Are you doing everything possible for your Business Marketing and still not getting the desired results ?
- Is your Advertising Agency spending your Marketing Budgets where it matters ?
- Is your Advertising Agency or Marketing Department more focused on Creativity rather than Sales ?
- Is your Business suffering from low sales despite having an Excellent Product or Service ?
- Is your Business getting out of the market due to Big Competitors & their Big Advertisement Campaigns ?



- ✓ We don't think outside the box. We are already Standing out thinking about the Box & the Scenario.
- ✓ We are full spectrum Advertising Agency & cover each and every aspect related to your Business Marketing & Advertisement under one roof.
- ✓ We try to Identify & Analyse Exact Problem our Client is facing in terms of Business, Sales and Brand Awareness, We find Innovative & Effective Solutions for their problems.
- ✓ We produce Creative work but always keep the main objectives of each campaign on top of our mind that are Sales & Brand Awareness as David Ogilvy very well said "Your role is to sell, don't let anything distract you from the sole purpose of advertising"
- ✓ We provide Consultation to our Clients regarding their Business Needs, Closing Sales, Team Building, Customer Satisfaction & High Productivity.
- ✓ We treat your Business as our Own. When our Client's sales are rising so is our Morale and Motivation. When our client's Profit Grow so Does our Happiness. We only succeed when our client succeed.
- ✓ We never lose sight of what matters most, that is our relationship with the client & with their Customers.



- ✓ We provide Innovative & Cost Effective Marketing Solutions to our Clients.
- ✓ We recommend tactics that make sense, even if it means less money in our pocket. We find cost Effective methods to achieve our goals.
- ✓ Our people enjoy a personal stake in your Continued success & take pride in what we do.
- ✓ We have strong Opinion, but no Attitude, we know our Craft, but are open minded & all ideas are welcome.
- ✓ We keep eye on what's going on in your Business & ours so we can deliver the Best marketing Results possible.



# What We Do?





# Brand Research

## Analysis & Consultancy

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- What is your Customer looking for ?
- Is marketing only thing missing in your Business ?  
How much is it hurting your Sales ?
- What is the Market Trend around your Business ?
- Do you spend lot of money on marketing and still don't get Good response ?
- How can you Create Brand Awareness around your Business ?
- How can you increase your Sales with Advertisement ?

✓ Client Requirements Research & Analysis

✓ Aim & Objective Research

✓ Market Research

✓ Audience Research

✓ Brand Research

✓ Budget Analysis

✓ Resource Management

✓ Determine Best Branding Strategy

# Designing & Printing

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- Most successful companies and startups know that there are Good reasons to give importance to design to improve the odds of success. Good design can create an Impactful first impression, It can Differentiate you from your competitors so we always think about all these points before Designing.

✓ Logo Design

✓ Bill Boards

✓ Flyer / Brochures / Cards

✓ Streamer Banners



# Digital Marketing

- Do you know that 70% of People Search Online before Purchasing a Product?
- Do you know that now more than 40 Million Pakistan's Population is on Social Media?
- Do you know that an average person sees an Advertisement 10-15 times before Purchasing that Product?
- ✓ We are Expert in Digital Marketing with more than 10M Population & more than 10-20 Million Reach per month on our Own Platforms. Which includes News, Funny, Local Area Platforms.



✓ Digital Marketing especially Social Media now days is the Key Face of your Business, which can not only create Brand Awareness & Close Relationship With your Customers but can also increase your Sales both Online & In-store.



✓ The new form of Marketing is Trending in the Market, It's called Content Based Marketing. Everywhere you see is excellent Content with an Advert in it, this technique is very Effective.



✓ More time is spent on the Internet than on TV Which is shifting Clients and Advertising agencies from TV Advertisement to Social Media Advertisement.



## We can cover your Marketing on

✓ Facebook

✓ Google Adwords

✓ Youtube



✓ Instagram

✓ Twitter

✓ SEO / SEM

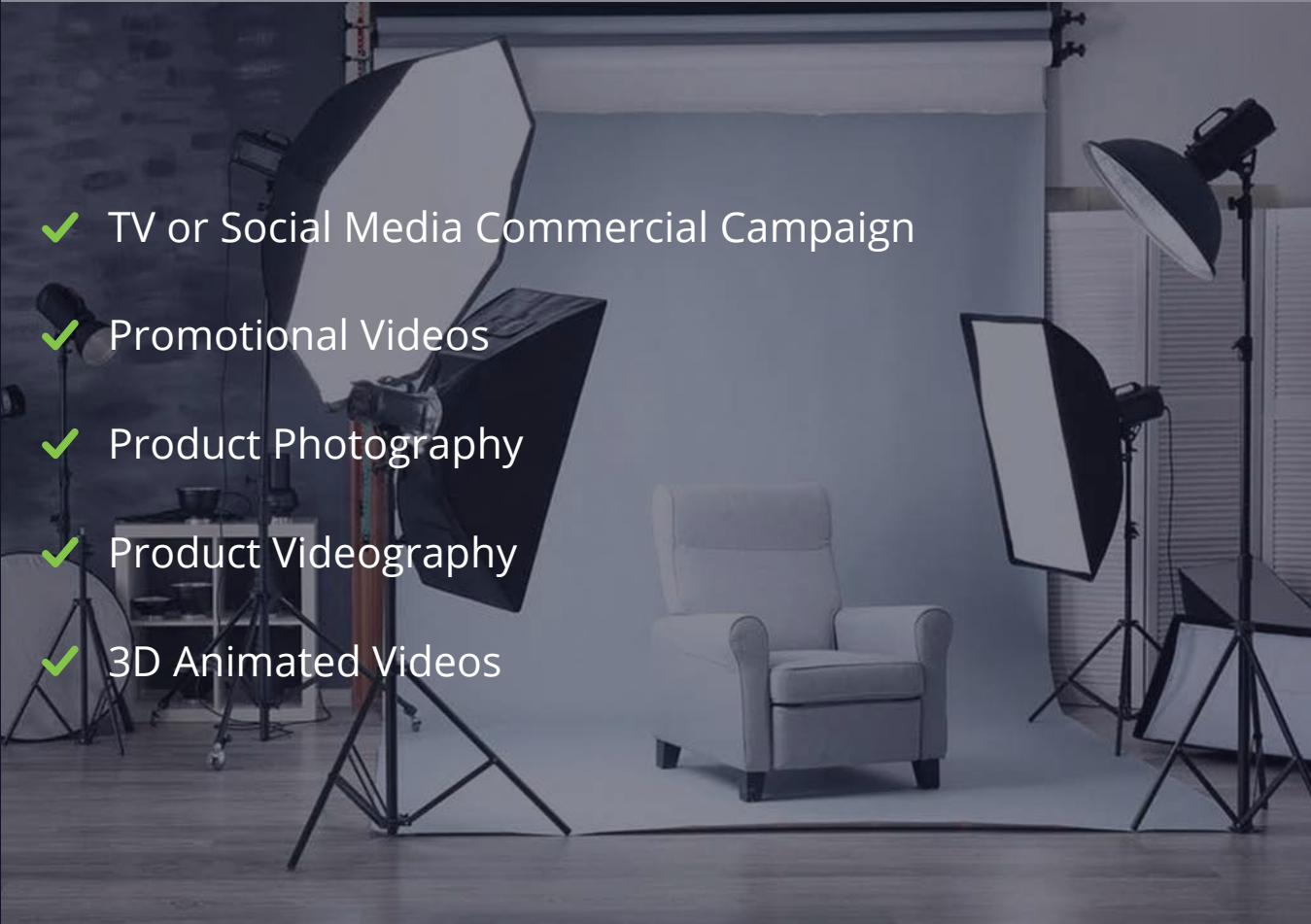
✓ Yahoo



# Content Production

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- Video can tell your complete Business Story. It is very important for Digital Marketing, Consumers love them and videos get more reach & more Results.
- Video directly affects Reach, Views, Budget spent & sales of your Business.
- We have our In-house Production team & Equipment. We have Cameras, Lenses, Drones, Lights, and all other things needed to get you a Perfect Video Ad or a Perfect Product Photography.

- 
- ✓ TV or Social Media Commercial Campaign
  - ✓ Promotional Videos
  - ✓ Product Photography
  - ✓ Product Videography
  - ✓ 3D Animated Videos



# Viral Contenting

- We understand Social Media Viral Strategies, We have more than 10-20 Million Reach per month on our Own Platforms.
- We have more than 150 our own Platforms for your Mass Marketing Campaign, furthermore we also have Social Influencers who we can use for your Brand's Viral Reach.



# Direct Marketing

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- Want to reach Directly to your Customers ?  
Direct Marketing is a very effective way of reaching your Clients. Let your customers know what's going on.
- Get leads & sales



- ✓ Call your Customers
- ✓ SMS Marketing
- ✓ Print Material Distribution
- ✓ Direct Mail
- ✓ Email Marketing
- ✓ Point of Display



# Software | Application | Website Development

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- ✓ Management Systems
- ✓ Customized Development
- ✓ E-Commerce Solutions
- ✓ IOS & Android Apps
- ✓ Gaming Apps





# Analytics and Reporting

- Data from Advertising campaigns through analytics tools is Gold for Brands, Not only do we put our trust in analytics, it's what we rely on to measure if our campaigns are having the desired effect.
- We give our clients monthly report of their Ad spendings and all the insights of their business, we Spend each and every penny allocated by client for their ads budget Honestly on their campaigns so that they have Peace of Mind.



- ✓ Digital Ads Management & Optimization
- ✓ Communication Effect
- ✓ Sales Effect
- ✓ Analytics tool
- ✓ Experiments and Survey Test
- ✓ Reach/Engagement/Views



# Pitfalls Business face in regards to their advertisement

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- Most of the startups and medium size businesses are stuck in a **Pitfall** in regards to their advertisement.
- Many Clients want to spend **None** or **very Little** on their Marketing even knowing power of Marketing, what they want is that first they earn big cash and profit & then they would like to spend on Marketing and Advertising, this **IDEA is Pitfall**, sooner or later their Business gets out of the market due to High Competition or by rising product cost due to less sales.
- Not spending High Budgets on Successful Ad campaigns is **another Pitfall**, when we have positive insights about any Ad campaign, we let our clients know about it. To capture most from that Campaign we recommend clients to **pour more budgets** into their successful Ad campaigns.
- Its hard for them to Believe & understand that you can really get Mass Level **Customers, Leads, High sales, Brand Awareness & Brand Loyalty** from Digital and Online Media. YES !!!! It is really possible to get Massive Numbers on your sales through Powerful Digital and Online Marketing.
- When clients start spending on their advertisement they always compare the **spending and the return immediately**, when they don't get more than what they spent they are turned off, and quit the idea of spending More on their advertisement **which is again a pitfall**. Good advertisement campaign starts showing its effect in 3 months to 9 months time period.

# Coordination and Approvals

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- Successful advertisement is testing & finding the right Ad campaign, so we need a free hand from our clients to think critically and test our Innovative Strategies, we produce best results when our clients Trust Us with their advertising decisions. We continuously monitor our Ad campaign's insights and are flexible enough to shift from Plan A to Plan B or even to Plan C According to the Stats.
- We Don't have Failure word In our Dictionary we call it learning. Once we learn from it we Bounce Back with twice the power. We keep our clients up to date & on the same page regarding their advertisement.
- We communicate with clients on shared Groups we don't proceed for a campaign until we get approval from the client.
- We recommend coordination with 1 person from your team for campaigns and design approvals. Which would increase our communication effectiveness, campaign designing and implementation.
- If we feel that we need to have our agency representative in your office we place our coordinator at your Business to coordinate with your team & our team for more Effective communication.

# Why do big companies pour so much Money in their Advertising?

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- Big companies advertise their brands on TV, Digital Media, Billboards because they can capture a large number of audiences in a customized manner & create big supply chain.
- The main objective of pouring massive number of dollars is to generate leads and to eliminate any potential small or medium size business competitors.

- Advertising Budgets of Top Brands and Corporations  
(Amount spent only in USA)

- ✓ Procter & Gamble – \$4.39 Billion
- ✓ General Motors – \$3.24 Billion
- ✓ Amazon – \$3.38 Billion
- ✓ AT&T – \$3.52 Billion
- ✓ Samsung Electronics – \$2.41 Billion
- ✓ Alphabet, Inc. – \$2.41 Billion
- ✓ Ford Motor Company – \$2.45 Billion

# How much should be your Advertising budget

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- ✓ Why should you spend money on your Advertisement ? Until and unless potential customers sees your product through an Ad, how on the earth will they know that you even exist leave aside the Fact That your Product or service is as good as it should be.
- ✓ Approximately you should spend at least 5 - 8 % of Your gross revenue on advertising to get Desired Results.
- ✓ We do different testing campaigns to monitor results and then pour main chunk of your advertisement budget into those successful campaigns. Make sure your advertisement budget support that.
- ✓ If you are expecting Booming Response from Your Advertisement Campaign then you should also allocate Booming Budgets for it as well.
- ✓ The More you spend on Good Advertising Campaigns More Your Profits Increase so we recommend a sound Budgets for your overall advertisement & marketing campaigns.
- ✓ We want our clients to allocate monthly or quarterly extra budgets for their advertisement to test new ideas and strategies.
- ✓ For reluctant clients we ask them to give digital advertisement a chance & monitor difference in sales & Brand Awareness for 3 months & then pour high budgets in advertisement without any hesitation.
- ✓ We assure our clients that we utilize their Ad budgets in a best possible way to get them Best Possible Results.

# How much do we Charge?

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- **Low Cost | High Effect Marketing Solutions**
- **High Cost | Mass Effect Marketing Solutions**
- ✓ We have Different Monthly Budget Categories. These Budget categories offer Different Marketing solutions and Mediums for different Businesses.
- ✓ We decide our service charges and Ads budget with our clients & charge per month according to it.
- ✓ Beside monthly Advertisement budgets, we recommend our clients to offer us Incentives & Commissions on Achieving different Sales and Advertisement related targets so that we are always excited about growing your Business Sales.

- **Plan 1**

**Monthly: 100,000 PKR- 200,000 PKR  
For Startups or Small Business**

After successfully getting good results in test phase we  
Recommend our clients to move up the ladder & increase their  
Ad budgets.

- **Plan 2**

**Monthly: 200,000PKR-500,000PKR  
For Startups, Small or Medium size Business.**

- **Plan 3**

**Monthly: 500,000PKR-15,00,000PKR  
Medium size Business.**

- **Plan 4**

**Large Company Or Corporation  
Monthly: 15,00,000PKR-50,00,000PKR**

- **Plan 5**

**National Level Target Audience  
Large company Or Corporation  
Monthly: 50,00,000PKR +**



# How do We Assure Our Clients for Guaranteed Response

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- We cannot grab a customer physically by hand and bring him to your business even though if this could have been practically possible we would have done it for you but that would have been for the first time, how would you bring him back again and turn him into a loyal customer.
- What we can do is create a High Engagement Advertisement strategy which will create a sound atmosphere for your business growth, increasing your views, engagement, messages, website visits, calls, leads, Customer Retention, after that it's your team's turn to Grab them and close the sale by giving them the Best Product or Service.
- When we start with company's advertisement, We Monitor our 3 Quarterly Performances. After gathering requirement & planning the strategy we test ourselves for 6 months in which we do Different Marketing Campaigns. We Analyse Insights and the cumulative response of 3 quarters of a fiscal year.
- Business can feel Difference in sales & Brand Awareness in just 1 Month after Starting with us but for Cumulative Advertising Response we monitor 3 to 9 months Performance.
- We assure our clients Rise in their sales from 20%-40% in 3-4 Months.
- We assure our clients Rise in their sales from 40%-70% in 8-9 Months.
- 100% to 200% Sales Increase if we are working on their Account for 2-3 years with our Desired budgets.

