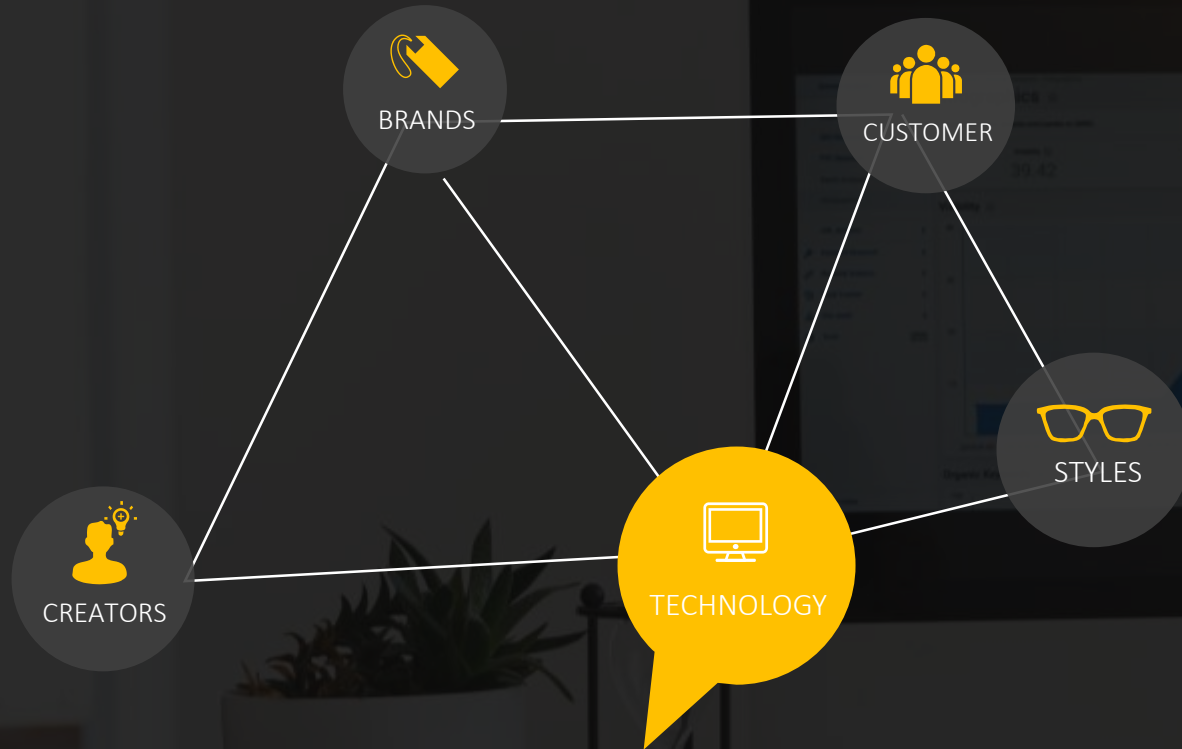


INTRODUCTIO
2024

COMPANY PROFILE





Bringing you all the **RIGHT EFFECTS**

Advertising should always stand out, and should always deliver performance.

You deserve the best and we have a team that has a combined experience of over 2 decades.

From Productions to Print we cover all marketing aspects of your Brand's Journey and Bringing Colors to it that stand out and create a strong association.

OOH
ADVERTISING

OOH

Visibility sells, and that is what our core target is when we're providing Out Of Home (OOH) services to our clients. We have sites on this country's most populated and prominent areas which make our client's brand stand out in the midst of hundreds.



OOH
ADVERTISING

OOH



DIGITAL BILLBOARDS

ARTWORK DESIGNING

BILLBOARDS & BRIDGE PANELS

CREATIVE BRANDING

UNCONVENTIONAL OOH

STREAMERS/BANNERS



OOH

CONVENTIONAL



UN-
CONVENTIONAL



EVENTS



OOH
ADVERTISING

DOOH

Digital out-of-home (DOOH) advertising is one of the fastest growing forms of advertising today. Being one of the Pioneers in the city, we are working on Digital OOH solutions for our clients across the country.



DOOH MEDIA owned by us

1.

F10 MARKAZ EMPORIUM MALL

Location : F10 Markaz (Emporium Mall)
FTCP : F10 Roundabout, G-10, G-11 & F-11 Markaz and going towards Main Margalla road, F-8, & E 11
Size : 50x25
Rate : 200,000 /Slot/Week
Rate : 150,000/Month
Availability : Available
Slot Duration : 15 Secs/slot
Timing : 3:00PM To 11:00PM
Daily Hours : 8



2.

PEARL-CONTINENTAL HOTEL

Location : PC Hotel (Pearl Continental), (Rwp)
FTCP : Kachhry Chowk, DHA, Bahria Town, and B.T. road, and going towards Mall Road, Murree road, and Peshawar road
Size : 60x30
Rate : 250,000 /Slot/Week
Rate : 900,000/Month
Availability : Available
Slot Duration : 15 Secs/slot
Timing : 3:00PM To 11:00PM
Daily Hours : 8



Location : PC Hotel (Pearl Continental), (Rwp) Kachhry Chowk, DHA, Bahria Town, and B.T. road, and going towards Mall Road, Murree road, and Peshawar road
Nearby Landmarks : Blue Lagoon Restaurant, Fisherman Hotel, Murree Road, Mall road, Kachhry Chowk and DHA Hospital



3.

ISLAMABAD / RAWALPINDI

DIGITAL SMD TRUCK

Within City & Inter-City on Weekly / Monthly

- DETAILS:**
- DIGITAL PS SMD Screen
 - Display Size: 10 x 7
 - One Side Backlit
 - Display Size: 12x7
 - Backlit Back Display
 - Display Size: 6x7

Rate: **Rs. 60,000/DAY**
min. Duration: 1 week

*Authority Tax is not included, which may vary according to City/zone



ISLAMABAD

Location : F11 Markaz (New Arkon Fort)
FTCP : F11 G7 and going towards Main F-7 Markaz, F-8, Margalla road & E 11
Size : 75x11
Rate : 150,000 /Slot/Week
Rate : 1000,000/Month
Availability : Available
Slot Duration : 15 Secs/slot
Timing : 10:00PM To 10:00PM
Daily Hours : 8



4.

PC
LEGACY
NASIRABAD HUNZA



DOOH CAMPAIGN





OOH CAMPAIGN





OOH CAMPAIGN



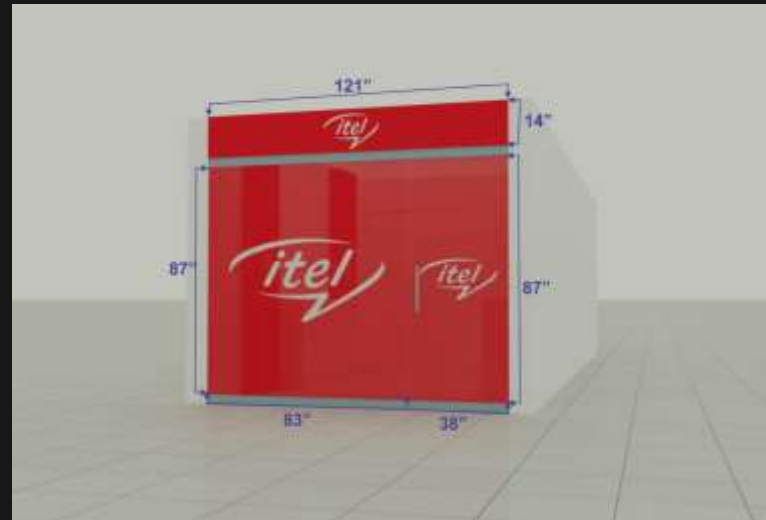
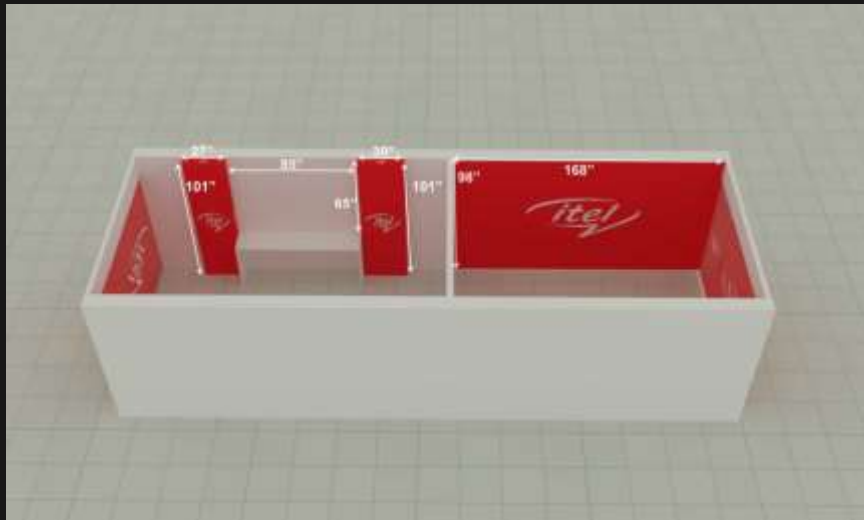


OOH CAMPAIGN



OOH

INSTORE / ONSTORE BRANDING



OOH

SIGNAGES



OOH TRACKING & REPORTING

Daily Mentoring Report

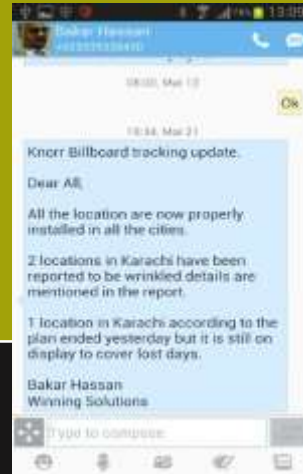


- Status of each location
- Summary of the Universe
- Day loss Count

SMS and Email



- Daily Update of problem sites for each location via SMS/ whatsapp and Email.
- **SMS Format**



Presentation



- Pictorial representation
- Each location with GPS tag and location map

Weekly Reconciliation



- Agency to discuss vendor concerns
- Reconciliation of Invoices and payments

NATIONWIDE OUTREACH

DYNAMIC TEAM

CREATIVE IDEAS

FLAWLESS EXECUTIONS



**BRAND
ACTIVATION**





TOP 10 CITIES

160 STATIONS

120,000 INTERCEPTIONS



FREE BATTERY CHECK-UP

NATIONWIDE, 2016





300,000
PEOPLE REACHED

20,000
INTERCEPTIONS



14th AUGUST ACTIVITY





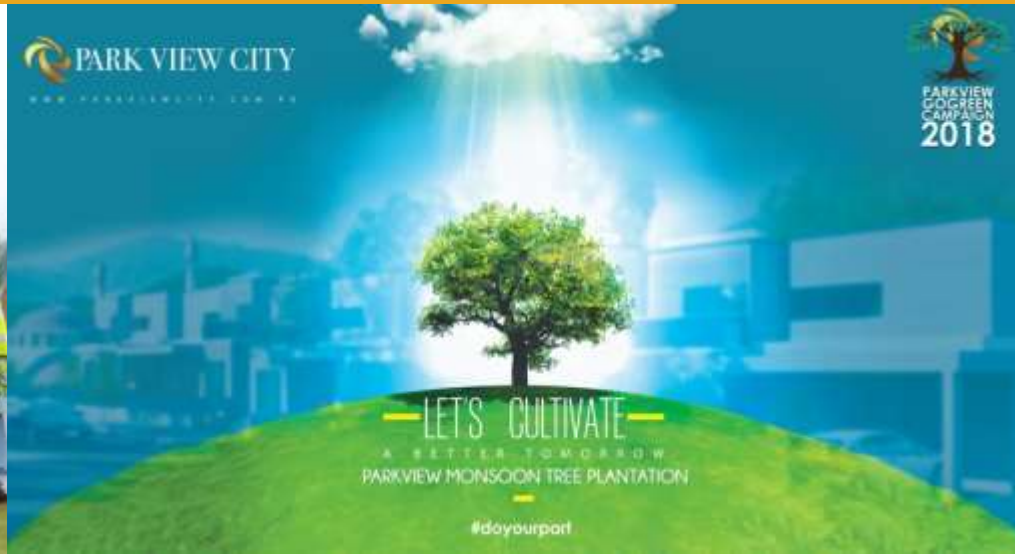
MOONSOON
TREE
PLANTATION



PARK VIEW
by VISION GROUP

TREE PLANTATION ACTIVITY

PARK VIEW CITY ISB, 2018



C
R
E
A
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I
V
E



CREATIVE BRANDING



Team of **Specialists** to produce **designs** with **OOH aesthetics** and **creativity**. **Skilled workers** for execution

BTL /
ON GROUND

EVENTS & EXPOs

We have delivered the promise of exclusivity and perfection for each event we have done so far, with many on their way. You deserve a firm that takes its time to understand what you want, about your event and your target audience. We look for creative ways to communicate with our client's target market through seamless event execution.

EVENTS & EXPOS



SAMSUNG

22

ROYAL PALM, LAHORE

GOLF & COUNTRY CLUB

31st December, 2021

EVENTS & EXPOS



10 YEARS CELEBRATION

ROYAL PALM LHR, SEP. 2017



dasani

dasani

NATHIYA GALLI, MARCH 2018



SHAHEEN

AVIATION CONFERENCE

SERENA I SB, DEC. 2017



SAMSUNG

NEW YEARS EVENT

ROYAL PALM LHR, 2019



telenor

14th AUGUST CELEBRATION

345 TELENOR I SB, AUG. 2018



RYK SALES CONFERENCE DINNER

RYK, DEC. 2017



EVENTS & EXPOS



PARK VIEW by VISION GROUP **BEST SALES AWARD CEREMONY**
PARK VIEW CITY 11B, 2018



SPRING Expo **SPRING EXPO 2018**
NAWAZ SHARIF PARK RWP, MAR. 2018



Asian FOOD FESTIVAL **PROPERTY EXPO**
PMCA, 11B, Feb. 2018



EVENTS & EXPOS



F-9 PARK, ISLAMABAD

31st December, 2020



VIDEOS &
ANIMATIONS

PRODUCTIONS

FILMS & PHOTOGRAPHY

Knowing our production industry, we have hand-picked our production team which works on the lines of perfection, creativity, and uniqueness. Fully equipped with all production needs, this team works in coordination with our creative team to deliver the best film and photography work you'll come across.



TECHNICAL EQUIPMENT

CAMERAS

CANON 5D MARK III
RED ONE 4K
BLACK MAGIC

LENSES

CANON L SERIES EF MOUNT
CARL ZIESS

MOTORIZED EQUIPMENT

HYDRAULIC JIB 30 FEET
SLIDER
STEEL TRACK LIBEC
950 TRIPODS
SHOULDER RIG



LIGHTS

TUNGSTEN 2K LIGHTS
DIFFUSERS
SCRIMS

AUDIO

RODE MIC
COLLAR WIRELESS
BOOM MICS

SOFTWARES

PREMIERE PRO
FINAL CUT PRO X
DA VINCI COLOR RESOLVE

PRODUCTIONS

Technical Equipment



- Canon 5D mark III cameras
- Red One 4K camera (Optional)

- Blackmagic cameras
- Canon L Series EF mount lenses

- Motorized hydraulic Jib 30 feet
- Motorized slider

- Softwares: FCP X/ Premier CC 2016
- Post/color grading: After Effects, Premiere, Da Vinci,

- Libec 950 tripods
- Steel Tracks (round + straight)

- Tungsten/2K lights
- Light diffusers & scrims

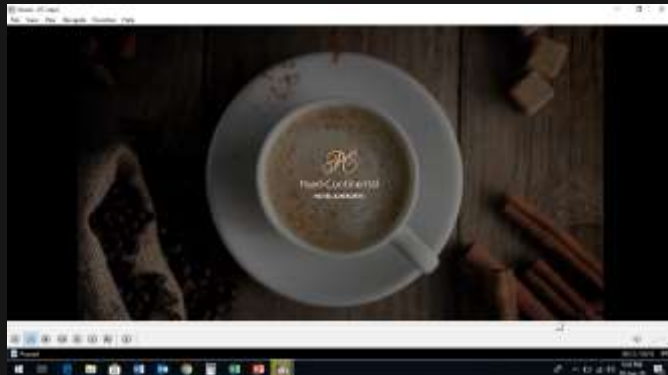
- Collar and hand Mics (cordless)
- Boom Mics

- Carl Zeiss lenses
- Shoulder rig

PRODUCTIONS



PRODUCTIONS



PRODUCTIONS



CREATIVES /
CONTENT

DESIGN STUDIO

We have a team which of Creative experts who personally engage themselves to work on the lines of perfection, creativity, and uniqueness. Using State of the art tools and applications, they bring up the best ideas on tables

CREATIVES

SUSHI NIGHTS

LEARN THE ART OF *Sushi and Sashimi*

FOR DETAILS CALL +92 51 2826121

MARRIOTT ISLAMABAD

SUMMER LOVE
DEALS THAT'LL MAKE YOU FALL IN LOVE

40% OFF

ACROSS ALL PEARL-CONTINENTAL HOTELS

BOOK FILL 20th APR 2019 TO STAY FILL 31st MAY 2019

www.pchotels.com

Artisan
DECADENT BELGIAN CHOCOLATES

INTRODUCING DECADENT BELGIAN CHOCOLATES FOR THE FIRST TIME IN PAKISTAN

Exclusively available at ISLAMABAD MARRIOTT HOTEL

LICENSE TO MEAT!

BBQ COOKOUT

Artisan
DECADENT BELGIAN CHOCOLATES

INTRODUCING DECADENT BELGIAN CHOCOLATES FOR THE FIRST TIME IN PAKISTAN

MARRIOTT BBQ COOKOUT

EVERY SATURDAY & SUNDAY
RS. 1500/PERSON
LIVE BBQ & MUSIC

MY LICENSE TO GRILL

Artisan
DECADENT BELGIAN CHOCOLATES

INTRODUCING DECADENT BELGIAN CHOCOLATES FOR THE FIRST TIME IN PAKISTAN

Exclusively available at ISLAMABAD MARRIOTT HOTEL

MARRIOTT ISLAMABAD BBQ COOKOUT

SUMMER LOVE
DEALS THAT'LL MAKE YOU FALL IN LOVE

40% OFF

BOOKING BETWEEN 20th APRIL 2019 - 20th JUNE 2019 TO STAY BETWEEN 31st MAY 2019 - 31st DEC 2019

www.pchotels.com

SUMMER LOVE
DEALS THAT'LL MAKE YOU FALL IN LOVE

40% OFF

ACROSS ALL PEARL-CONTINENTAL HOTELS

Artisan
DECADENT BELGIAN CHOCOLATES

ROYALE
Golden Sponoff
Caramel Flavored
Truffle Bar

CREATIVES



COME & EXPERIENCE
BELGIAN CHOCOLATE
CULINARY MASTERPIECE
ARTFULLY CREATED



CREATIVES

Pearl-Continental
HOTELS & RESORTS

HOME JUST
Got Better

GET 40% OFF
#WINTERWANDERLUST

STAY AT PEARL CONTINENTAL HOTEL
ACROSS PAKISTAN WITH 40% OFF
BOOK BETWEEN 15TH NOV 2018 - 31ST JAN 2019
TO STAY BETWEEN 1ST DEC 2018 - 30TH JAN 2019

www.pchotels.com

Pearl-Continental
HOTELS & RESORTS

SUN KISSED
Mornings

GET 40% OFF WITH
Winter Wanderlust

STAY AT PEARL CONTINENTAL HOTEL
ACROSS PAKISTAN WITH 40% OFF
BOOK BETWEEN 15TH NOV 2018 - 31ST JAN 2019
TO STAY BETWEEN 1ST DEC 2018 - 30TH JAN 2019

www.pchotels.com

PARK VIEW CITY
ISLAMABAD

OPEN THE DOOR TO YOUR DREAM HOME

051-111-649-649

2 KANAL

PRICE BY SQUARE
30% DOWN PAYMENT
3 YEAR EASY INSTALLMENT

PARK VIEW CITY
ISLAMABAD

PEARL CONTINENTAL
HOTELS & RESORTS

ENTICE YOUR SENSES

GET 40% OFF WITH
Winter Wanderlust

www.pchotels.com

PEARL CONTINENTAL
HOTELS & RESORTS

THE ROYAL
PACIFIC

GET 40% OFF
#WINTERWANDERLUST

STAY AT PEARL CONTINENTAL HOTEL
ACROSS PAKISTAN WITH 40% OFF
BOOK BETWEEN 15TH NOV 2018 - 31ST JAN 2019
TO STAY BETWEEN 1ST DEC 2018 - 30TH JAN 2019

www.pchotels.com

PARK VIEW CITY
ISLAMABAD

5 MARLA TO 2 KANAL
RESIDENTIAL PLOTS
6 AND 8 MARLA
COMMERCIAL PLOTS

CALL NOW
051-111-649-649

CDA APPROVED

Pearl-Continental
HOTELS & RESORTS

ENTICE
Your Senses

GET 40% OFF WITH
Winter Wanderlust

STAY AT PEARL CONTINENTAL HOTEL
ACROSS PAKISTAN WITH 40% OFF
BOOK BETWEEN 15TH NOV 2018 - 31ST JAN 2019
TO STAY BETWEEN 1ST DEC 2018 - 30TH JAN 2019

www.pchotels.com

CREATIVES



CREATIVES

PARK VIEW CITY ISLAMABAD

- 3 YEAR EASY PAYMENT PLAN
- 50% DOWN PAYMENT
- CONVENIENCE ACCESSIBILITY

AURA SQUARE

magnify **YOUR** business

LIMITED OFFICES AVAILABLE

CALL NOW
051-111-953-953

AURA SQUARE.

IMPECCABLE SLIPS AND CORPORATE OFFICES

24 hours surveillance
☎ 051-111-953-953

GREEN PROMISE

Planting 100,000 trees this season

Serenity resides with luxury at

PARK VIEW CITY ISLAMABAD

PARK VIEW CITY ISLAMABAD

5 MARLA TO 2 KANAL RESIDENTIAL PLOTS | 6 AND 8 MARLA COMMERCIAL PLOTS

051-111-649-649

WE ARE HAPPY

PARK VIEW CITY ISLAMABAD

PARK VIEW CITY ISLAMABAD

بہترین خبر
پارک ویو سٹی کے رہائشیوں کے لیے
بجلی کی منظوری

TESCO
کی جانب سے تہہ ذرا نوٹس جاری

PARK VIEW CITY

WE ARE PLANTING 100,000 PLANTS THIS SEASON

PARK VIEW CITY ISLAMABAD

5 MARLA

PARK VIEW CITY ISLAMABAD

051-111-649-649

Heaven on Earth

CDIA APPROVED

5 MARLA TO 2 KANAL RESIDENTIAL PLOTS
6 AND 8 MARLA COMMERCIAL PLOTS

- PRIME LOCATION
- CONVENIENCE ACCESSIBILITY
- 50% DOWN PAYMENT
- 3 YEAR EASY PAYMENT PLAN

PARK VIEW CITY ISLAMABAD

5 TO 2 MARLA TO KANAL RESIDENTIAL PLOTS

6 AND 8 MARLA COMMERCIAL PLOTS

CALL 051-111-649-649

OUR CLIENTS

In this world of ever changing marketing and strategizing, we are always on its toes to bring the best way forward for all our clients and we always strive to learn on the way.

