

# ACTIVATION

FACTORY

**COMPANY PROFILE**



**WHO**

**A Full Service Agency** with complete in-house concept designing and production capability.

**Strategy & Planning Teams** consisting of experienced business leaders with national and international exposure.

**Strong Network** of trusted partners with highest quality of work.

**Regional Presence** with national operations team.



***PROVEN METTLE***



# ***OUR SERVICES***

## **Complete BTL Solutions**

- Event Management
- Brand Activations
- Tradeshows
- Trade Marketing

# HYBRID BOUND.

Digital Creative Agency

Subsidiary of Activation  
Factory

## Brand Consultancy

- Brand Building
- Marketing Strategy
- Planning
- Campaign Execution

## Digital Media Marketing

- SEO
- Pay Per Click
- Branding & Design
- Social Media Marketing

## Digital Activation & E-Commerce Solution

- Media Buying and  
Planning
- Digital PR & Influencer  
Marketing
- Global E-Commerce  
Management

## Creative Production & Development

- Animations
- TV / DV Productions
- Sound Engineering
- Photography
- Videography

## Web Design & Development

- E-Commerce Platform
- Corporate Websites
- Landing Page
- App Development

# ***CREATIVE PROCESS***

We carryout every project with thorough and laser sharp focus so that we never miss a thing. An illustration of the process from start to end is displayed below. Our innovative ideas, quality services and efficient delivery sets us apart from our competition.



### CLIENT BRIEF

- Idea
- Requirements/References
- Target Market
- Estimated Quantities
- Targeted Budgets



### CLIENT SERVICES

- Briefed boundaries by client
- Job assigning to R&D and 3D



### 3D VISUALIZATION

- Mind Mapping/Research
- Conceptualization
- Doodling
- Final Sketch
- Visualization



### R&D

- Market Intelligence
- Local/International Practices
- Material Possibilities
- Costing
- Mock/Prototyping Timelines



### PROJECT SUBMISSION

- Final 3D Visuals
- Materials Specifications
- Dimensions
- Timelines (Sampling/Production)
- Costing



### FEEDBACK

- Modifications
- Adjustments
- Mock/Sampling Go-Ahead



### MOCK/SAMPLING

- Technical Drawings
- Patterns / Moulds
- Material Adjustments
- Final Assembly



### PRODUCTION

- Manufacturing as per approved samples
- Quality Check
- Execution



***SHOW OFF PROJECTS***

# FESTIVAL

## DOLMEN SHOPPING FESTIVAL 2021-22



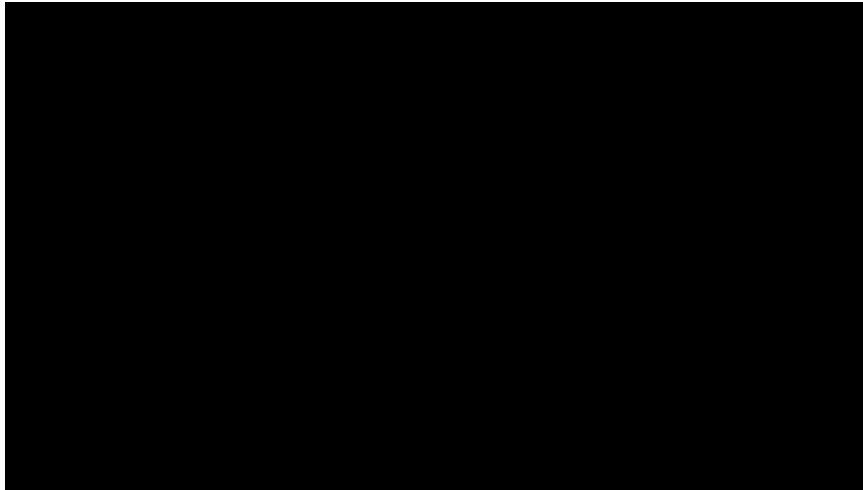
# ACTIVATION

**Backchecking and Taste Trial of National Recipe Range. Target Audience tourist hotspots in 6 Cities - Murree, Naran, Nathiagali, Kewei, Kaghan, Kalam. Experiential Marketing with Blogger Visits and Live Music Performances. Execution partner BIG CATS Communication.**



# ACTIVATION

Shan recently awarded a 100 UNIVERSITY / COLLEGE PLAN. It is a retail-based model with its scope in KLI for launch of Shoop Flavours.



# **SINDH GOVERNMENT WASTE TO CLEAN ENERGY ENGRO x GWE x KREL x BRE x SECMC**

**EVENT**



# NISHAT EMPORIUM x LAHORE SHOPPING FESTIVAL 2021-22

FESTIVAL



# WINTER FOOD FESTIVAL MOHAWKLAND DMC 2022

FESTIVAL



# STORE LAUNCH

## KHAADI BRAND RELAUNCH x CARBON EVENTS





# YES WE CAN! WOMEN AND CFA INSTITUTE EMPOWERMENT SERIES

EVENT



# GRAND EVENT

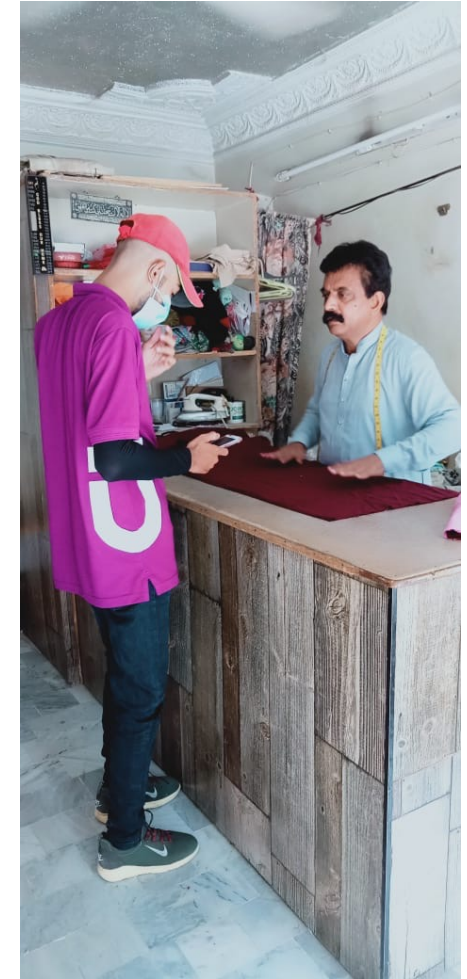
## DHA GRAND FINALE MEGA EVENT AND CES LAUNCH 2022



# Nationwide Udhaar Book App Back Checking Activation

2021/2022  
Back Checking of Merchandising,  
App Download and If Customer  
are using App

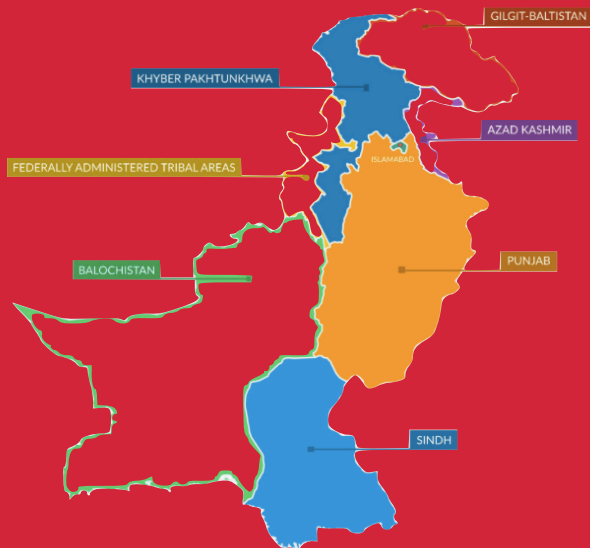
Sindh and Punjab Regions



# Nationwide Mobile Theatre

Touchpoints  
2015  
Sindh - 50,000

Touchpoints  
2016/2017/2020  
Punjab - 60,000  
KPK - 35,000



# Nationwide Outdoor Painters Activity And Launch Events

2015 - Current  
1000+ Training events  
nationwide



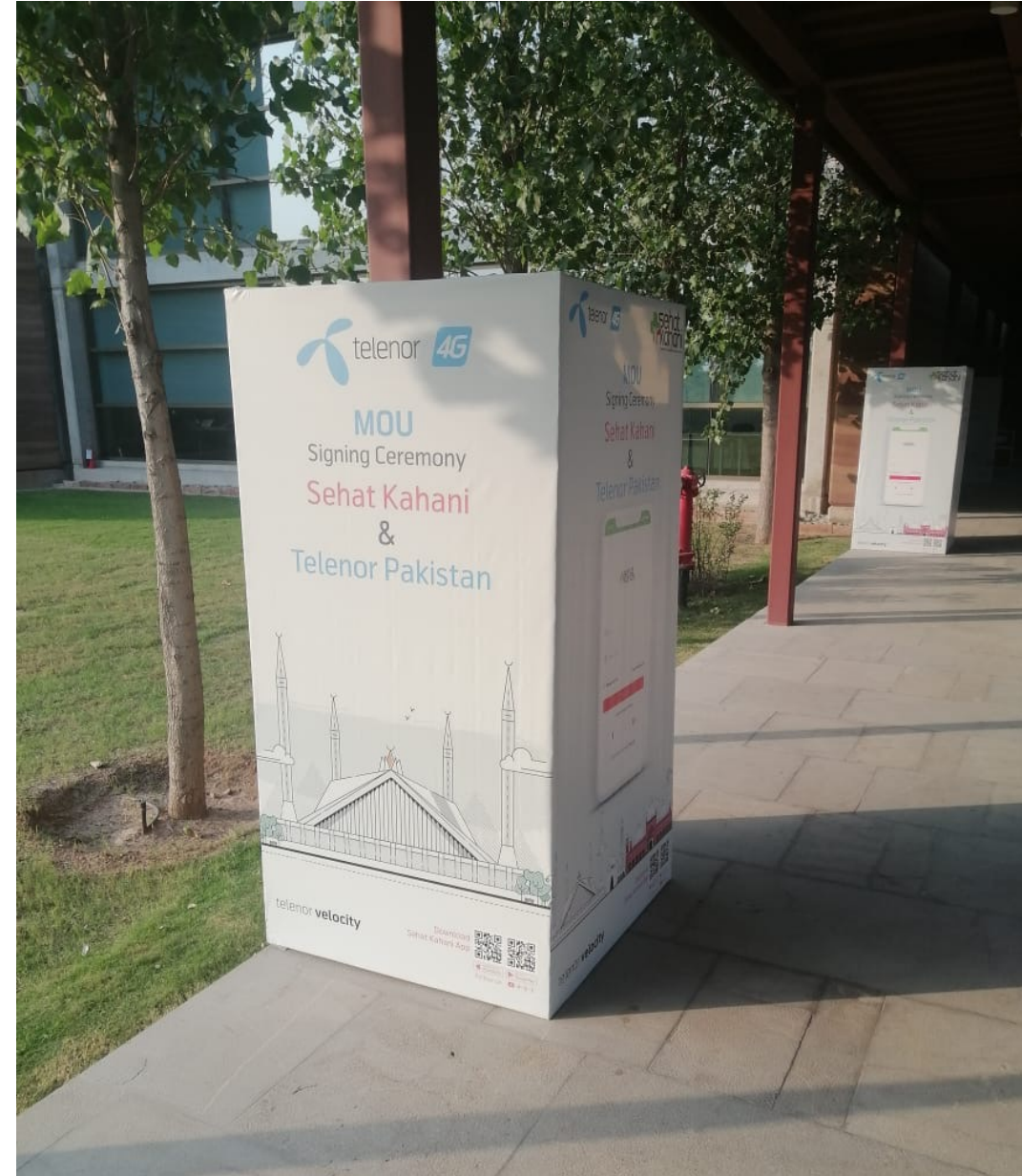
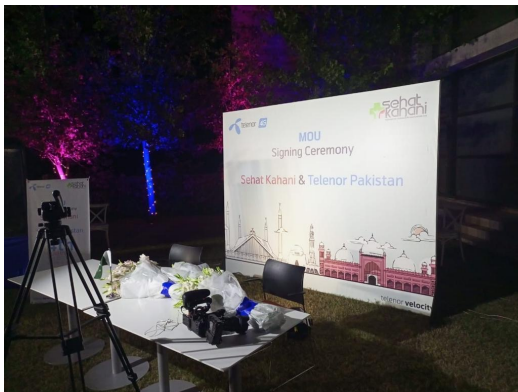
PR EVENTS

MAKE UP CITY LAUNCH EVENTS, PR EVENTS



# TELENOR VELOCITY x SEHAT KAHANI MOU CEREMONY

EVENT



# SEHAT KAHANI x BRITISH DHC - CANCER AWARENESS

EVENT





# ACTIVATIONS



# DECORACTIVATIONS



# MALL DECOR



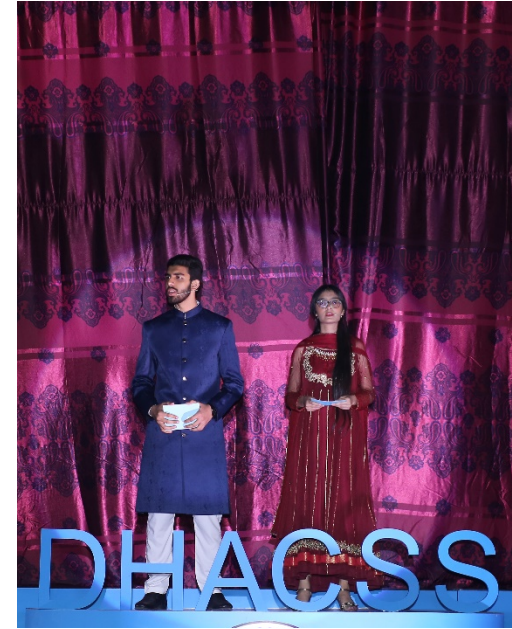
# BRAND LAUNCH

## VAVA CARS LAUNCH EVENT 2020 AT PC HOTEL, KARACHI



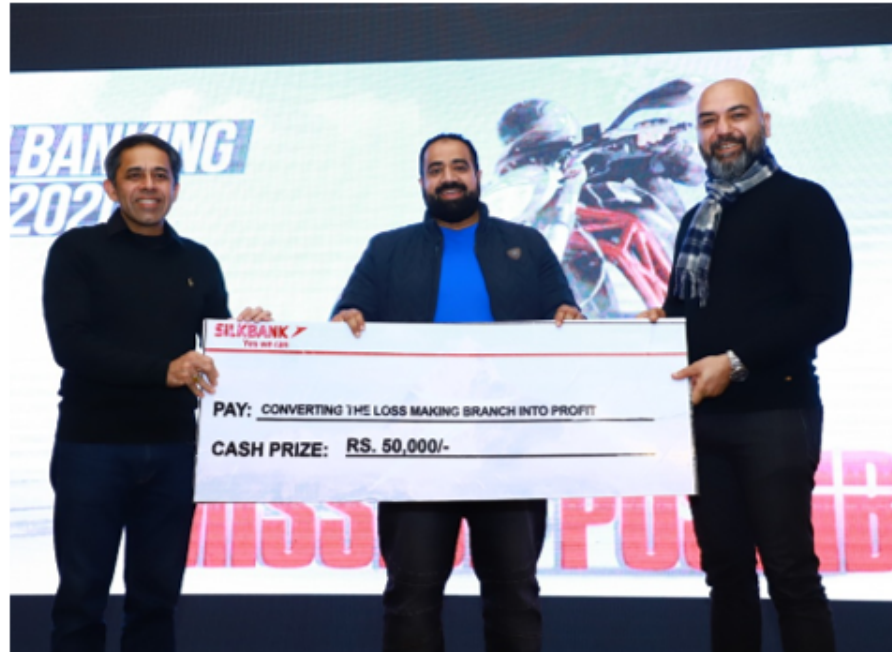
# DHACSS GRAND FINALE MEGA EVENT 2020 AT DHA GOLF CLUB, KARACHI

GRAND EVENT



# SALES CONFERENCE

## SILKBANK BRANCH MANAGER SUMMIT 2020, PC MUZAFFARABAD



# DOLMEN SHOPPING FESTIVAL 2019-2020, KARACHI

# FESTIVAL



# COCA-COLA E-SPORTS ZONE AT ITCN ASIA 2019, KARACHI

ACTIVATION





# AUTO SHOW



# ACTIVATIONS



**Alkaram is one of our esteemed and permanent clients. We have done multiple fabrications and engagement with them including Alkaram at Expo center, Get fit Pakistan at beach luxury and recently their spring collection engagement at Dolmen Mall and Lucky One.**

# ACTIVATION



**Nivea sponsored Dolmen Clifton Beauty Festival. A mall activity with setup fabrication and engagement was planned. Activity was planned for 5 days but response encouraged the client to extend the duration to 10 days.**

# SALES CONFERENCE



**Nivea sales conference, Karachi and Lahore inclusive of venue booking, logistics, food and giveaways.**

# GOLF TOURNAMENT

## GOLF TOURNAMENT FOR DAMAC (UAE) AT DHA GOLF CLUB, KARACHI



# DOLMEN SHOPPING FESTIVAL 2018-2019, KARACHI

FESTIVAL



[WATCH VIDEO](#)

# ***AVENUES LEARNING FESTIVAL 2018 AT BEACH LUXURY HOTEL, KARACHI***

**FESTIVAL**



**WATCH VIDEO** 

# KYMUN x K7 x SINDH GOVERNMENT - KARACHI FIGHT NIGHT

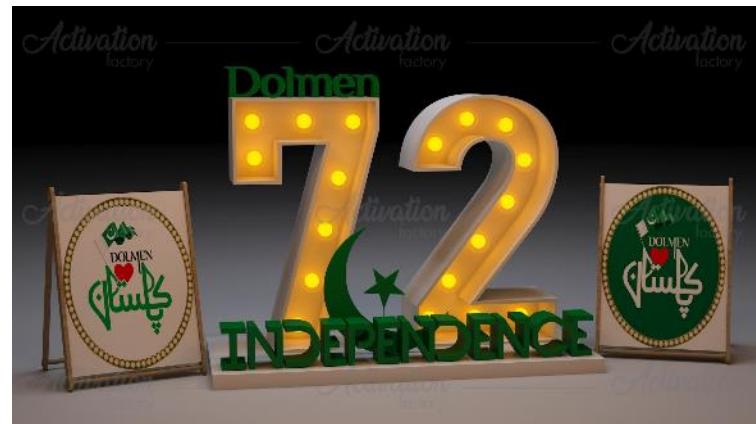




# CONCEPTUALIZATION



# DETAIL ORIENTED



***MANAGEMENT CREDENTIALS***



## **TUGHRAL HILALY**

### **FOUNDER**

Experience in Field: 15 Years+ Experience

Creativity is his passion. Marketing Specialist. Working on key projects with the Government and Diplomats in the Power Sector. Successfully running his Activation and Digital Agency business in local and international market. Visiting Faculty Member at Indus Valley School of Art for teaching Diploma Courses.

Started career working on brands such as Panadol, Sensodyne, Horlicks. Worked with several Agencies and founded his first business, Activation Agency Tagnine in 2014 to provide quality and innovative solutions on international standards.

## **MUHAMMAD RUHAYL REHMANI**

### **DIRECTOR CLIENT SERVICES**

Experience in Field: 17 Years+ Experience

Ruhayl is the mind of the Agency. Spearheading client relations. Boasts a specialization in Marketing from UK and his experience working at Manhattan Communications and Prestige Grey and since then joined Activation Factory as head of the Client Servicing Department. Also embarked upon his journey as an entrepreneur and is running a personal ecommerce brand.



## **GULRAIZ ALI OSMANI**

GENERAL MANAGER

Boasting more than 15+ Years of Experience in the field.

Working at places like Brand Edge, IRIS Communication, Bottomline. Gulraiz has done it all! An Ops and CS Guru like no other and can manage large teams effectively. Gulraiz is a Doer and Yes! No is not in his vocabulary.

## **FAIZ ABDULLAH**

CREATIVE LEAD

Majors in Design and Film Making from IU. But that does not define Faiz. He has the mind and eye for Creative Concepts making our designs shine out. Work alongside the greatest creative minds and visualizes concepts like no other! Faiz is a creative force to reckon with.

## **SHEIKH TAUSIF AZIZ**

DIRECTOR - PR

TWO TIME MARKETING CONVENER FPCCI (Current and 2017)

Non executive Director. Mr. Aziz boasts experience in multiple fields Advertising, Auto Parts and Auto Insurance. He is one of the pioneers of the Auto Industries in Karachi. He is elected 2 times Marketing Convener for the FPCCI Marketing Committee corresponding with Government Institutions and Trade Bodies of different Industries of Pakistan.



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# **LET'S GET TO IT!**

We always keep looking for new opportunities and challenges. We would love to know about your upcoming projects so that we get to wear our creative caps again and propose creative solutions according to your requirement.