



AGENCY PROFILE

ISLAMABAD
LAHORE | KARACHI

ADVERTISING & MARKETING (PVT.) LTD.

ISLAMABAD | LAHORE | KARACHI

051-8488852 | www.xposureadvertisingpk.com

AGENCY PROFILE

Excellence in Advertising | Innovation in Communication

WHO WE ARE

XPosure Advertising & Marketing (Pvt.) Ltd. is a full-service advertising and marketing agency with a track record of delivering impactful campaigns across Pakistan. With offices in Islamabad, Lahore, and Karachi, we offer nationwide reach backed by local market expertise.

Our philosophy is simple, understand the client, craft the message and deliver results. Over the years, XPosure has built a reputation for creative excellence, strategic thinking and measurable outcomes across print, electronic, outdoor, digital, and event-based media.

We serve a diverse portfolio of clients spanning government institutions, multinational corporations, development sector organizations, financial institutions and leading private enterprises. Our cross-industry experience ensures that every campaign is grounded in insight and elevated by creativity.

OUR VISION

To be Pakistan's most trusted advertising partner, recognized for creative integrity, strategic depth and transformative communication solutions that drive real business growth.

OUR MISSION


To deliver innovative, results-driven advertising and marketing services that connect brands with their audiences, through compelling storytelling, cutting-edge production, and data-informed strategy.

OUR CORE VALUES

- **Integrity** --> We deliver on our promises, every time.
- **Creativity** --> We push beyond the expected to craft campaigns that stand out.
- **Excellence** --> Quality is non-negotiable at every stage of our process.
- **Collaboration** --> We work as partners, not vendors.
- **Innovation** --> We embrace new technologies and trends to keep our clients ahead.

OUR SERVICES

XPosure offers an integrated suite of advertising and marketing services under one roof — ensuring consistency of message, efficiency of execution, and creative coherence across all touchpoints.

SERVICE AREA DESCRIPTION	
 Electronic Media	TVC production, radio spots, digital ads, OTT placements, media buying & planning for television and radio channels nationwide.
 Print & Outdoor	Newspaper & magazine advertising, billboard & hoarding campaigns, transit media, brochures, catalogues and all large-format print production.
 Digital & Social Media	Social media strategy, content creation, paid campaigns (Meta, Google), influencer marketing, SEO/SEM and online reputation management.
 Video Production	Corporate films, brand documentaries, TVCs, testimonials, drone cinematography, 2D/3D animation and motion graphics.
 Creative & Concept	Brand strategy, logo & identity design, campaign concepting, copywriting, script & storyboard development and brand guidelines.
 Events & Activations	Product launches, press conferences, corporate events, experiential marketing, trade show participation and on-ground activations.
 Audio Production	Radio commercials, jingles, voice-overs, podcast production, audio branding and full studio recording services.
 Media Planning & Buying	Cross-platform media planning, rate negotiation, campaign scheduling, audience targeting and post-campaign analytics.

WHY CHOOSE XPOSURE?

- **Nationwide Presence** — Offices in Islamabad, Lahore, and Karachi ensure seamless execution across Pakistan.
- **Integrated Capabilities** — From strategy to production to media placement, we handle everything in-house.
- **Proven Track Record** — Decades of experience across government, development sector, and corporate clients.
- **World-Class Equipment** — 4K cameras, drone cinematography, Apple Mac Pro editing suites, and a professional soundproof audio studio.
- **Creative Talent** — A seasoned team of creative directors, art directors, animators, cinematographers, and digital strategists.
- **Transparent Process** — Our 6-step methodology ensures client visibility at every stage of a campaign.
- **Multi-Sector Expertise** — UN agencies, multinationals, government directorates, and leading private brands — we speak every industry's language.

OUR APPROACH & METHODOLOGY

At XPosure, every campaign follows a structured, client-centric process designed to maximize impact and minimize guesswork:

1	Client Discovery & Brief	Deep-dive sessions to understand brand objectives, target audience, competitive landscape and campaign KPIs.
2	Research & Strategy	Market research, audience segmentation, channel analysis and development of a tailored campaign strategy.
3	Creative Development	Concept creation, script writing, storyboarding, design mockups and client presentations for approval.
4	Production & Design	Full-scale production — filming, photography, graphic design, audio recording and digital content creation.
5	Launch & Execution	Media placement, campaign rollout, social media publishing, event execution and on-ground activations.
6	Analytics & Optimization	Post-campaign reporting, audience feedback analysis, performance benchmarking and continuous refinement.

TEAM OF PROFESSIONALS

XPosure's strength lies in its people. Our multidisciplinary team brings together expertise spanning strategy, creativity, production, technology, and finance — ensuring world-class output at every level.

TEAM MEMBER AREAS OF EXPERTISE	
Zahid Akram Bajwa Resident Director	<ul style="list-style-type: none">• Strategic oversight of all agency operations and client relationships across Pakistan.• Leads business development, marketing budgets, and executive client engagement.• Builds and develops high-performing teams across departments.• Cultivates long-term client partnerships to drive loyalty and retention.
Jhon Baptist Pinto General Manager Sales	<ul style="list-style-type: none">• Develop and implement regional sales strategies to achieve company revenue targets and business growth objectives.• Identify, approach, and secure new clients from both public and private sector organizations.• Build and strengthen long-term business relationships with key clients, corporate organizations and government departments.• Manage and supervise client servicing activities to ensure client satisfaction.• Generate new advertising and media business opportunities across, Print, Electronic, Digital, Outdoor, Social Media, Branding and Creatives.• Conduct regular meetings and presentations with prospective clients for business acquisition.
Creative Director Adnan Ahmed	<ul style="list-style-type: none">• Leads brand identity, campaign ideation, and creative strategy for all client accounts.• Directs brainstorming sessions and ensures brand-appropriate output across all deliverables.• Develops compelling copy, visual concepts, and multi-platform campaign frameworks.
Art Director Nouman Sarwar	<ul style="list-style-type: none">• Develops and oversees all visual concepts, layouts, illustrations, and graphic designs.• Ensures final graphics, print materials, and digital assets are on-brand and market-ready.• Works across both digital and print media with expertise in design software.
Production Director Naveed Anjum	<ul style="list-style-type: none">• Supervises all production phases: Pre-Production, Production, and Post-Production.• Manages timelines, budgets, and resource allocation for all productions.• Guides and briefs production teams during shoots and post-production.

<p>Manager Client Services Salman Ahmed</p>	<ul style="list-style-type: none"> • Primary liaison between clients and internal agency teams. • Develops communication platforms to ensure smooth project delivery. • Resolves client concerns and ensures satisfaction at every stage.
<p>DOP / Cinematographer Muhammad Sajid</p>	<ul style="list-style-type: none"> • Directs and coordinates filming for all video productions. • Expert in professional camera systems, lighting setups, and cinematic framing. • Ensures visual quality aligns with storyboard requirements and client expectations.
<p>Drone Cameraman Muhammad Amir Mughal</p>	<ul style="list-style-type: none"> • Expert in aerial filming and drone operations under CAA regulations. • Specialist in creative aerial framing and cinematography for outdoor campaigns.
<p>Animator Saood Haider</p>	<ul style="list-style-type: none"> • Expert in 2D/3D animation and motion graphics for digital and broadcast media. • Executes animation sequences, colour grading, text effects, and visual effects.
<p>Audio Studio In-Charge Majeed Shah</p>	<ul style="list-style-type: none"> • Produces radio spots, jingles, voice-overs, and music for advertising campaigns. • Manages audio recording, mixing, editing, and synchronization with video content.
<p>IT Manager Muhammad Rizwan</p>	<ul style="list-style-type: none"> • Manages the agency's IT infrastructure, networks, and software systems. • Ensures uninterrupted technology operations across all offices.
<p>Director Finance Muhammad Saad</p>	<ul style="list-style-type: none"> • Oversees all financial matters including budgeting, tax returns, and financial reporting. • Manages equipment procurement budgets and ensures financial compliance.

PRODUCTION EQUIPMENT & INFRASTRUCTURE

XPosure is equipped with industry-grade production tools and technology — enabling us to deliver broadcast-quality output across video, audio, photography, and post-production without reliance on third-party vendors.

EQUIPMENT CATEGORY ASSETS	
Professional Cameras	<ul style="list-style-type: none">• Sony FX9 / Burano (8K/6K Full-Frame)• Blackmagic URSA Cine 12K LF 100G• Canon EOS C50 (7K Full-Frame, Compact)• GoPro HERO13 Black / DJI Osmo Action 6• DJI RS 4 Pro (Latest Gimbal)
Audio Equipment	<ul style="list-style-type: none">• Sound Devices Scorpio / Rode RODECaster Pro II• Sennheiser MKH 8000 / Neumann TLM 103• Neumann KH 150 / Genelec 8000 Series• Zoom F8n Pro + Sony UWPD Wireless• Avid Pro Tools Studio / Logic Pro 12
Aerial Filming	<ul style="list-style-type: none">• DJI Mavic 4 Pro (Triple-Camera, O4 Transmission)• DJI Inspire 3 (8K Cinema Drone, Replaces Phantom)
Post Production	<ul style="list-style-type: none">• Apple Mac Studio (M4 Ultra / M5 Ultra)• NVIDIA RTX 6000 Ada / Threadripper Workstations• DaVinci Resolve Studio 20• Adobe After Effects 2026 / Nuke 15 / Unreal 5.5
Design & IT	<ul style="list-style-type: none">• High-Speed Internet (Multi-Office)• Professional Scanners & Large-Format Printers• Photocopier & Office Equipment• Licensed Creative Software (Adobe Suite)
Studio Facilities	<ul style="list-style-type: none">• In-House Soundproof Recording Studio• Photography Studio Setup• Full Green Screen Capability• Production Coordination Office

WORKING EXPERIENCE WITH CLIENTS

XPosure has earned the trust of an exceptional range of working experience with clients, from United Nations agencies and international development organizations to leading Pakistani corporations, government ministries and fast-growing brands. This breadth of experience ensures we bring best-in-class insight to every engagement.

WORKING EXPERIENCE		
Capital Development Authority (CDA)	Press Information Department (PID)	Ministry of Information & Broadcasting (MOIB)
Oil and Gas Development Company (OGDCL)	Higher Education Commission (HEC)	USAID
Pakistan NAVY	Overseas Pakistanis Foundation (OPF)	Election Commission of Pakistan (ECP)
Ministry of National Health Services (MONH)	Ministry of Foreign Affairs (MOFA)	IESCO
Ministry of Commerce & Textile	Oil and Gas Regulatory Authority	National Database and Registration Authority
Pakistan Broadcasting Corporation (PBC)	Water and Power Development Authority (WAPDA)	ZTBL
Pakistan Tourism Development Corporation (PTDC)	FRESCO	Pakistan POST
Central Directorate of National Savings (CDNS)	National Highway Authority (NHA)	Benazir Income Support Programme (BISP)
Federal Board of Revenue (FBR)	Pakistan Electronic Media Regulatory Authority (PEMRA)	UNICEF
Water and Power Development Authority (WAPDA)	Pakistan Railways	National Vocational and Training Commission (NAVTC)
Denticare	Super City Housing	Raah Constructions
Land International	Masters Marketing International	Govt. Degree College for Women
Overseas Employment Promoters Association	Seamac	Strongman Medifur Systems

REGISTRATIONS & ACCREDITATIONS

XPosure Advertising & Marketing (Pvt.) Ltd. is fully registered and compliant with all applicable regulatory bodies in Pakistan, ensuring professional accountability and institutional credibility.

REGISTRATION BODY DETAILS	
SECP	Securities & Exchange Commission of Pakistan
NTN	National Tax Number — Active Registration with FBR
GST	General Sales Tax — Active Registration with FBR
PID	Press Information Department — Enlisted Agency
APNS	All Pakistan Newspapers Society — Accredited Agency
PBA	Pakistan Broadcasters Association — Accredited Agency

CONTACT US

We would be delighted to discuss your advertising and marketing objectives. Reach out to us through any of our offices or channels below.

ISLAMABAD (Head Office)	LAHORE	KARACHI
Office No. 06, 2nd Floor Pakland City Center I-8 Markaz, Islamabad Phone: 051-8488852	3rd Floor, CCA-31 DHA Phase 6, Lahore Phone: 042-37189604 Ext. 350	Suite 202, 19C Old Sunset Boulevard DHA Phase II, Karachi

Website	www.xposureadvertisingpk.com
Email	media.isb@xposureadvertisingpk.com
Phone	051-8488852

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Crafting Campaigns. Building Brands. Delivering Results.



Thank You! for your Time

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