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AGENCY PROFILE

ISLAMABAD
LAHORE | KARACHI
PESHAWAR

ADVERTISING & MARKETING (PVT.) LTD.

ISLAMABAD | LAHORE | KARACHI | PESHAWAR

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, Karachi and Peshawar, 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	
Hassan Mansoor Chief Executive Officer	• Strategic Leadership — Provides executive direction for agency growth, market positioning and long-term business performance. • Business Development — Leads strategic opportunities, key relationships and sustainable expansion across the advertising and marketing landscape. • Integrated Agency Leadership — Aligns creative, media, digital, production and commercial functions toward cohesive client solutions. • Client & Stakeholder Relations — Builds high-level relationships based on trust, professionalism, strategic insight and long-term value. • Corporate & Brand Strategy — Provides senior-level guidance on brand positioning, communication strategy and high-impact campaigns.
Rubi Sumra Group Director Commercial Affairs (North Region)	• Group-Level Strategic Management — Provides senior leadership and strategic direction across commercial and business operations. • Commercial Strategy & Business Development — Drives opportunities that strengthen business growth, client acquisition and long-term commercial value. • Corporate & Institutional Relations — Develops and maintains strong professional relationships with key clients, stakeholders and institutional partners. • North Region Leadership — Provides strategic oversight and commercial leadership for business activities across the North Region. • Client Relationship Management — Builds trusted, long-term relationships through professional communication, responsiveness and solution-oriented engagement. • Revenue & Business Growth Focus — Supports sustainable commercial performance through effective opportunity management and strategic planning. • Proposal & Business Development Oversight — Provides leadership in developing commercially compelling proposals, presentations and client solutions. • Cross-Functional Coordination — Connects commercial requirements with creative, media, digital, production and operational teams. • Negotiation & Stakeholder Management — Supports professional negotiations and mutually beneficial business relationships.

Ayesha Haroon Director Administration	• Administrative Leadership — Ensures structured, efficient and professional administration across organizational operations. • Process & Governance — Supports disciplined procedures, documentation, compliance and consistent administrative standards. • Resource Management — Coordinates organizational resources, facilities and administrative requirements for smooth operations. • Team & Office Coordination — Facilitates effective communication, coordination and professional workplace support.
Zahid Akram Bajwa Resident Director	• Strategic Operations — Provides senior oversight for operational execution, business priorities and service delivery. • Client Engagement — Develops trusted client relationships through executive communication and solution-oriented coordination. • Business Development — Supports market expansion, commercial opportunities and long-term client partnerships. • Team Leadership — Strengthens team performance, collaboration and delivery through focused operational leadership.
Saddam Amin General Manager Audio Visual	• Audio-Visual Production — Leads professional audio-visual projects from planning and production through final delivery. • Video Content — Coordinates TVCs, corporate films, documentaries, digital videos and other branded visual content. • Production Management — Aligns creative and technical teams to achieve efficient workflows, quality and deadlines. • Post-Production & Quality — Oversees editing, finishing and quality standards for polished, audience-ready content.
Nouman Sarwar Senior Graphic Designer	• Visual Communication — Transforms communication objectives into polished, engaging and brand-consistent visual designs. • Brand Identity — Develops creative assets that strengthen corporate identity, campaign recognition and visual consistency. • Campaign & Collateral Design — Creates artwork for advertising campaigns, print, digital, social media and marketing materials. • Creative Execution — Applies strong composition, typography and visual hierarchy to deliver professional design solutions.

Hania Sadeem Digital Marketing Manager	• Digital Campaign Management: Plan, execute, and optimize performance-driven digital campaigns (paid ads, SEO, SEM, and email marketing) to maximize brand visibility, engagement, and ROI. • Social Media Strategy: Develop and implement comprehensive social media strategies across Facebook, Instagram, LinkedIn, TikTok, and YouTube to build brand awareness and drive audience engagement. • Content Planning & Execution: Oversee content creation, curation, and scheduling for all digital and social platforms, ensuring brand consistency and storytelling excellence. • Community Engagement: Actively manage online communities by responding to comments, messages, and reviews to foster loyalty and positive brand reputation. • Performance Analytics: Monitor KPIs, track campaign performance, and generate data-driven insights to continuously improve digital and social media results. • Paid Social Advertising: Plan, budget, and optimize paid social campaigns (Meta Ads, LinkedIn Ads) for targeted reach, lead generation, and maximum conversion.
Muhammad Asad Creative Manager	• Creative Leadership — Provides creative vision and direction for distinctive, strategic and impactful advertising solutions. • Campaign Concepting — Develops integrated campaign ideas that translate business objectives into compelling communication. • Brand Storytelling — Shapes memorable brand narratives through strong concepts, visual direction and communication thinking. • Creative Team Direction — Guides creative development while maintaining quality, consistency and strategic relevance.
Muhammad Saad Media Manager	• Media Planning — Develops practical media strategies and schedules aligned with campaign objectives, audiences and budgets. • Media Buying — Coordinates media placements and negotiations to maximize reach, efficiency and commercial value. • Cross-Platform Campaigns — Manages media coordination across television, radio, digital and other relevant channels. • Performance & Reporting — Monitors campaign delivery and supports clear reporting, client communication and optimization.
Shayan Ali Accounts Manager	• Accounts Management — Manages financial and account-related activities with accuracy, discipline and professional attention to detail. • Client Account Coordination — Supports smooth coordination of commercial documentation, billing and account requirements. • Financial Reporting — Maintains structured records, reconciliations and reporting to support informed business operations. • Budget & Cost Control — Supports budget monitoring and financial discipline across ongoing agency activities.

Mujtaba Ahmed Zafar Production Manager	• Production Planning — Plans and coordinates production activities to translate creative requirements into successful deliverables. • Project Execution — Manages schedules, resources and production workflows to ensure efficient project completion. • Vendor & Team Coordination — Coordinates internal teams and external production resources for smooth execution. • Quality & Delivery — Maintains production standards, timelines and client-focused delivery throughout projects.
Muhammad Awais IT Manager	• IT Infrastructure — Manages technology infrastructure and systems that support reliable day-to-day agency operations. • Systems & Network Management — Maintains dependable systems, connectivity and technical resources for business continuity. • Technical Support — Provides responsive technical assistance and troubleshooting across organizational requirements. • Technology Enablement — Supports creative, digital and operational teams through effective technology solutions.
Sajid Ali Audio Studio Manager	• Audio Production — Manages professional studio operations and high-quality audio production for advertising and digital content. • Voice-Over & Recording — Coordinates voice-overs, recording sessions, radio commercials and branded audio content. • Audio Branding — Supports jingles, audio identities, podcasts and other sound-led communication formats. • Studio Quality Management — Maintains recording workflows, technical standards and polished final audio delivery.

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	• 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	• 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	• DJI Mavic 4 Pro (Triple-Camera, O4 Transmission) • DJI Inspire 3 (8K Cinema Drone, Replaces Phantom)
Post Production	• 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	• High-Speed Internet (Multi-Office) • Professional Scanners & Large-Format Printers • Photocopier & Office Equipment • Licensed Creative Software (Adobe Suite)
Studio Facilities	• 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.

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Crafting Campaigns. Building Brands. Delivering Results.



Thank You! for your Time

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