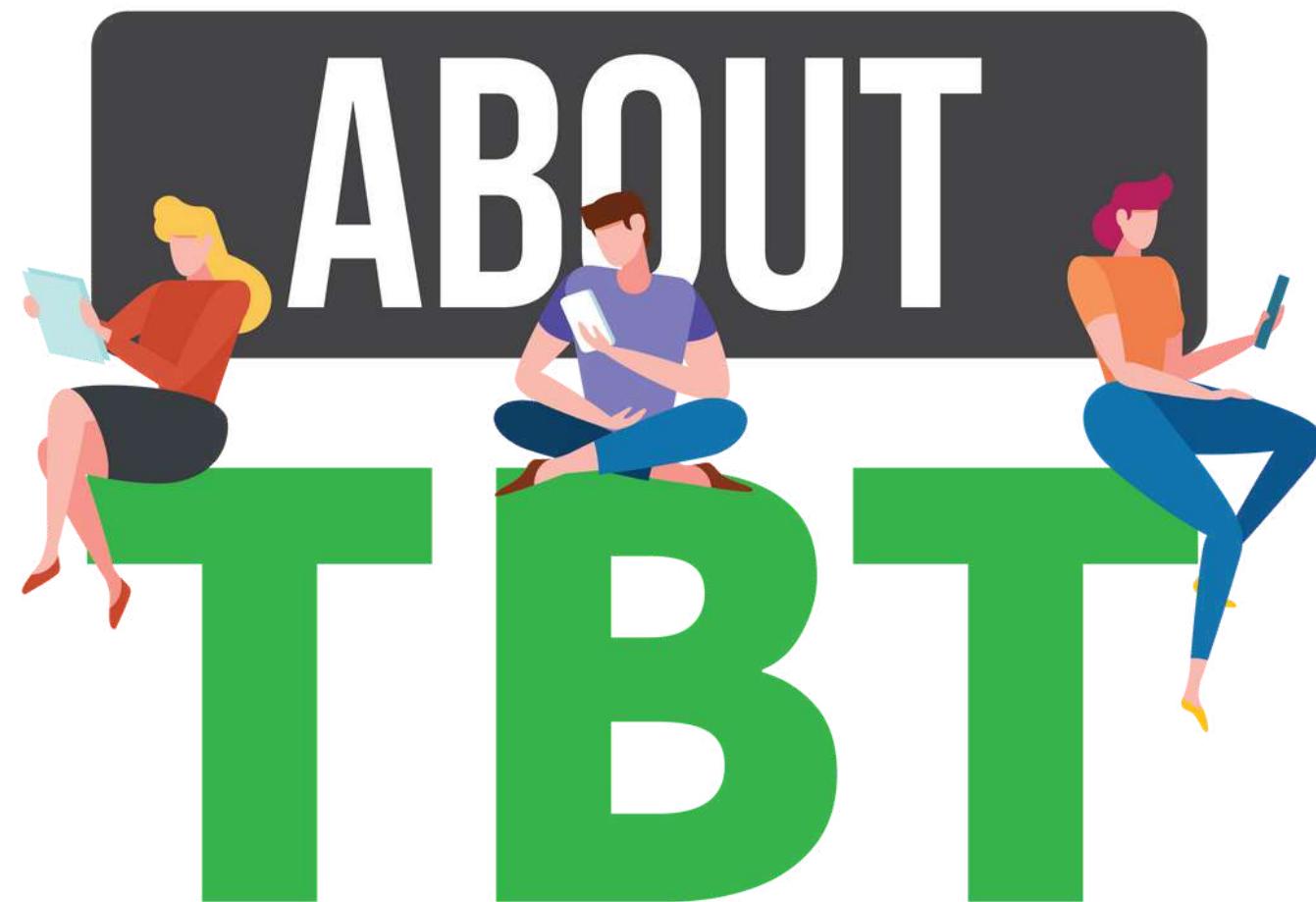




20  
24.

# Brainiac Builds Brilliant Brands

Let yourself be the benchmark you dare to dream of.



## TBT In A Minute

We are an eager young firm that has proven itself in numerous industries with customized approaches that lead to epic results for our clients. For the past 7 years, we have been directing your growth arrow only up. Stating this, we await our next mission with open arms and a fresh approach.

## TBT In Numbers

<b>100+</b> Partnerships	<b>300+</b> Campaigns	<b>5000+</b> Creatives Produced
<b>3</b> Countries	<b>15</b> Team Members	<b>40+</b> Web Assets Made

# Clients







# Services

## Strategy:



**Brand Strategy Development**



**Media Buying**



**Social Media Strategy**



**Digital Ad Placement**

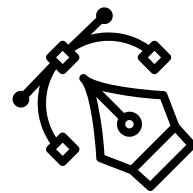


**Social Media Management**



**Social Media Moderation**

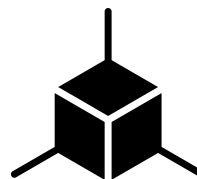
## Creatives:



**Creative Designing**



**Video Animation**



**3D Modeling**



**Photography**



**Videography**

## Essentials:



**Website Development**



**Search Engine Optimization**



**Cold Emailing**



**Blogging**



**Content Writing**



# The Global Approach

Over the course of the past few years, we have been making an impact on a global scale. Our journey started with assisting small businesses in Pakistan. The appeal and fondness of our work increased to such that businesses around the world wanted to work with us.

We have worked in over 7 countries and now have a partner network dedicatedly serving three of them, providing us with cross-border exposure and the ability to make informed decisions in diverse markets.



# Cost For Your Growth

Not every suit fits everybody. Here at The Brainiac Trend International, we focus on your growth. The strategies and approaches vary to get you the best outcome with the least investment.

## Process Of Cost Calculation





# Campaigns With An Impact

Get the gist of how we communicate with style



# A Social Media Tour To Norway

Client: Norway Halal tours

Campaigns on a global scale require next-level engagement and communication. The audience should be as involved as perhaps the leadership.

Therefore, when COVID-19 caused travel restrictions, we started a Social Media Tour of Norway. This enabled our users to virtually tour Norway, right from their mobile screens.

We planned an itinerary and every day through social media our audience could have the tour they thought they could not have.





# Delivery All Over Pakistan

Client: Image Enterprises

POS Rolls was always seen as a vital part of businesses that had one disadvantage, making the trip to get them alone.

Our client solved this problem through delivering it all over Pakistan. We decided to make this the forefront of our campaign and market it through various perspectives.





# Enticing People To Farm

Client: Gadariya

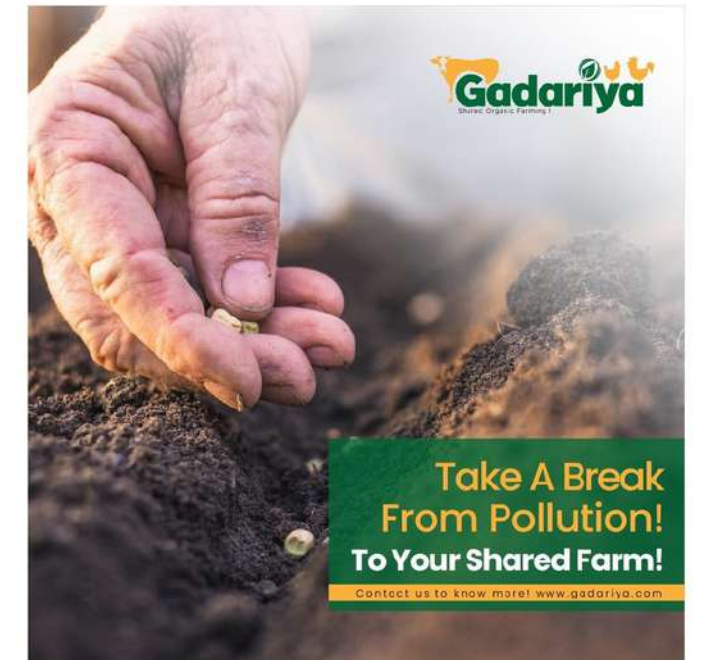
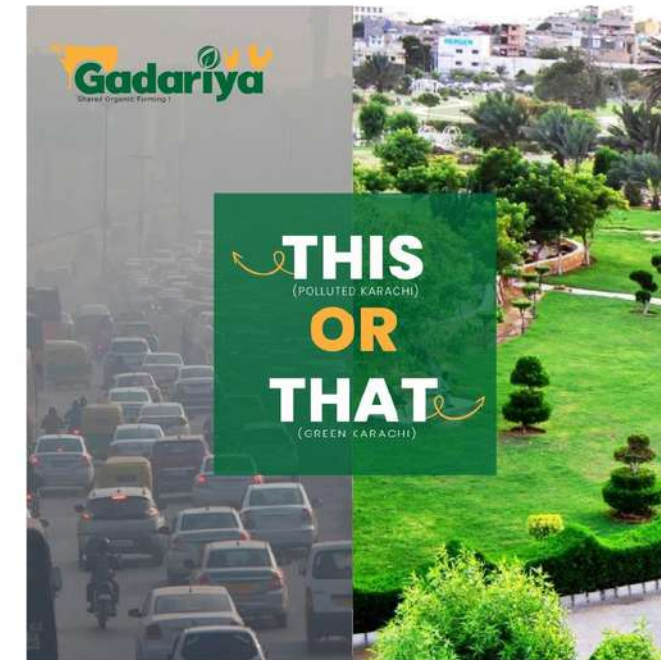
City life has its benefits but nobody can ignore the serenity of the countryside.

This was the problem statement that helped us derive a campaign that would entice city dwellers to start their own share farms and prepare an escape from the polluted city life every now and then.



## WELCOME TO AN ERA OF SHARED FARMING

[www.Gadariya.com](http://www.Gadariya.com)



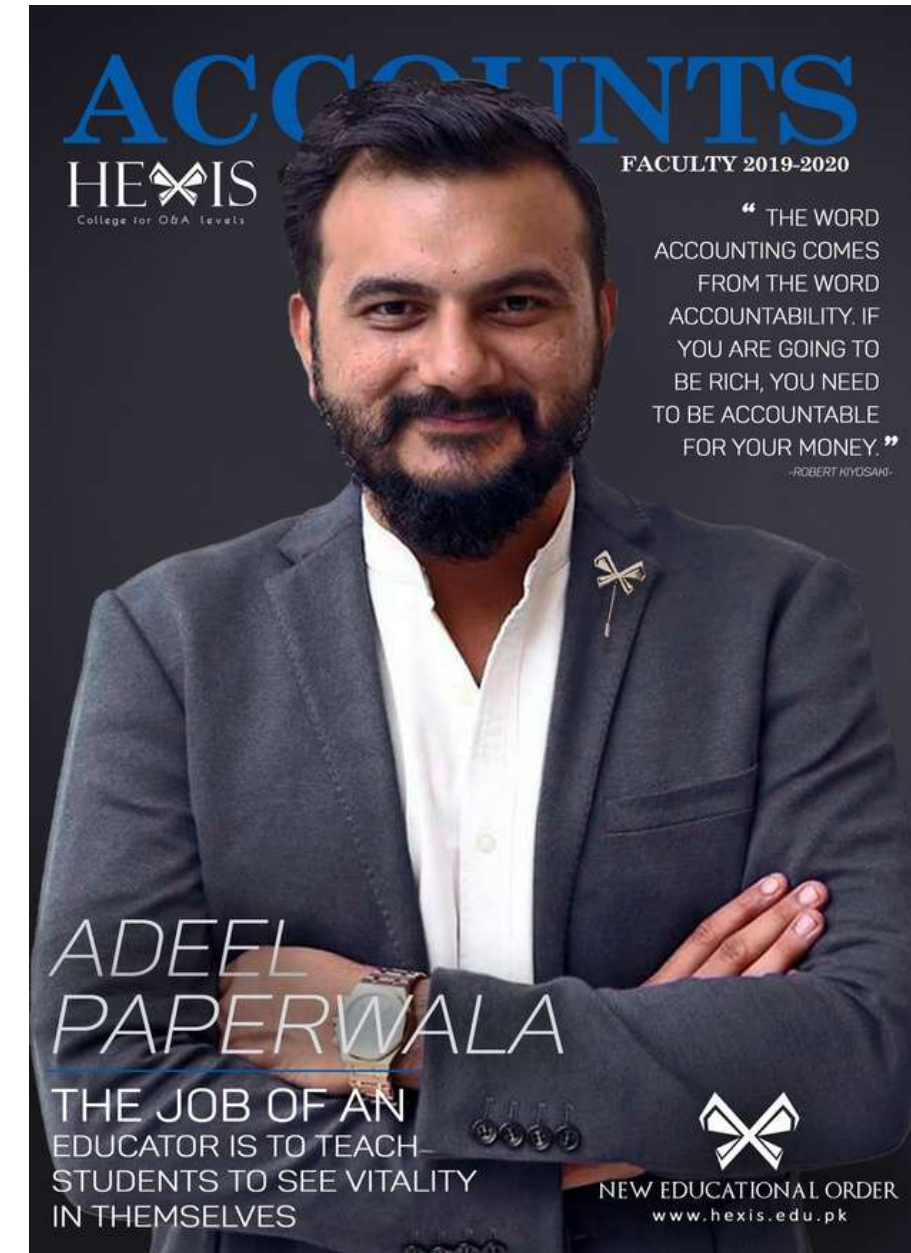
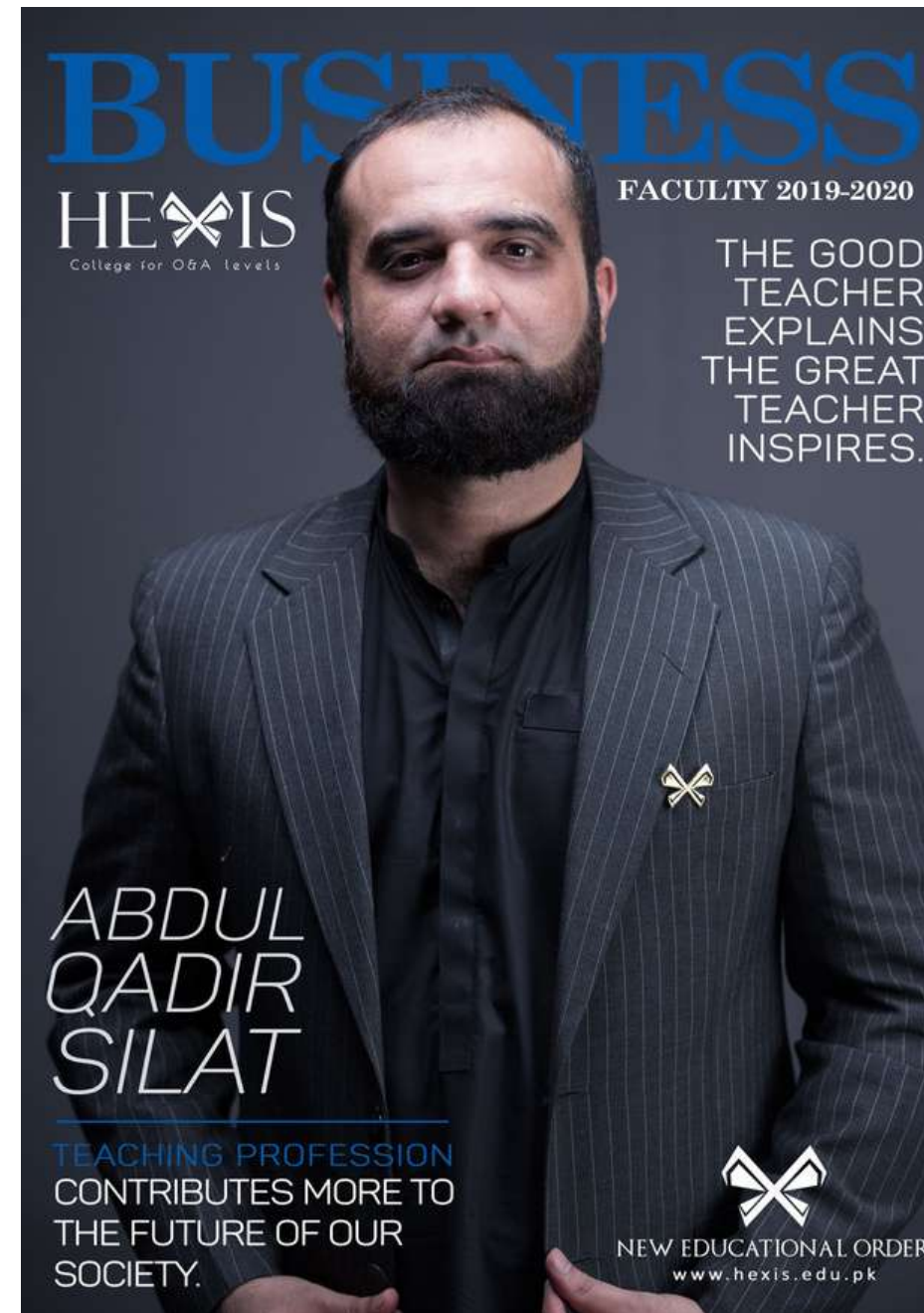


# The Real Influencer

## Client: Hexis College:

Teachers are always seen as near parental figures. When our client asked us to present them in a unique manner, our creative team knew right what to do.

We featured every teacher in the supposed magazine giving them the attention and respect celebrities seek, in terms of making them the influencers that matter.





# An Offer with An Atmosphere.

Client: Hexis Schooling system

An Admissions campaign where our client waived their Admission Fee. This was targeted to increase the number of enrolments in a specific grade.

We captured fun learning moments of students that also gave away a hint of the school atmosphere while communicating our offerings, making it one complete advert.



## Ignite Your Child's Curiosity for Learning




**NO ADMISSION FEE**

**GRADE 1   GRADE 2**

031-444-43947 (HEXIS)



SCHOOL.HEXIS.EDU.PK



**NO ADMISSION FEE**

**GRADE 1   GRADE 2**

Nurturing Minds, Building Futures Of Every Child !



031-444-43947 (HEXIS)

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**Innovative Learning, Limitless Possibilities**

**ADMISSIONS OPEN GRADE 1 TO 8**

031-444-43947 (HEXIS)

SCHOOL.HEXIS.EDU.PK



## Where Quality Education Meets Affordability

**ADMISSIONS OPEN GRADE 1 TO 8**



031-444-43947 (HEXIS)

SCHOOL.HEXIS.EDU.PK



## Excellency & Quality in Everything !

**ADMISSIONS OPEN GRADE 1 TO 8**



031-444-43947 (HEXIS)

SCHOOL.HEXIS.EDU.PK

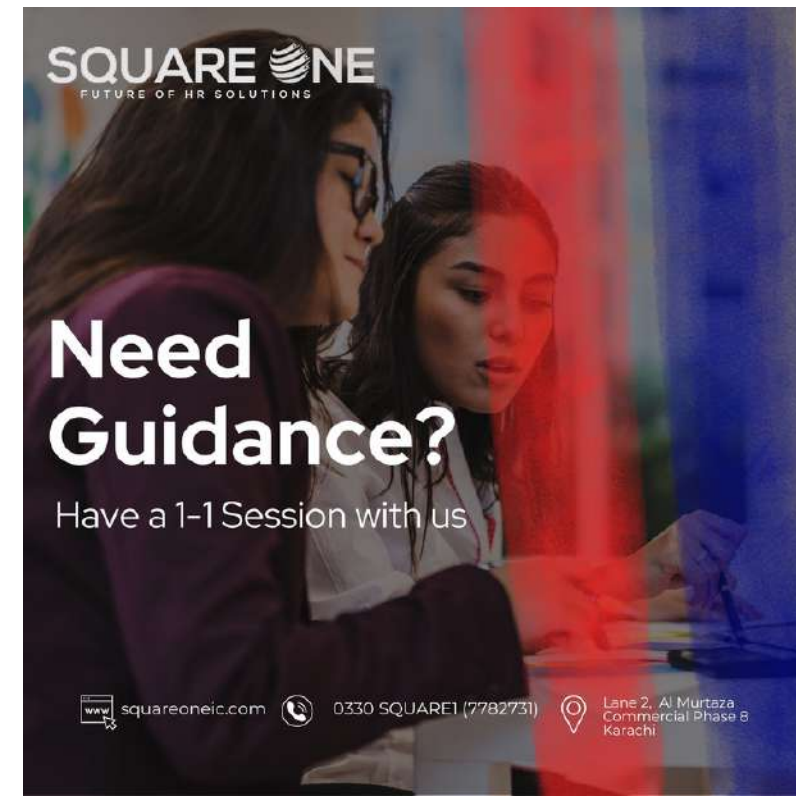


# Your Trust Our Delivery

Client: Squareone

Square One offered a unique opportunity for skilled workers to immigrate to the UK.

We made a campaign that included the colors of the UK and the brands. The text communicated our offerings and openness while using images that motivated users to apply to their program.





# This Could Be You in Canada!

Client: Evernest

What's the best way to get more responses on an immigration campaign?

The answer is in front of you. Our aim is to make our client imagines themselves on foreign shores. It stimulates them into believing that this wall of a task is a possibility, prompting them to start the process by showing their interest in us.





# Cooper's Summer Camp

Client: Cooper Learning

Summers bring out the Summer Camps, we decided our client's summer camp should stand out.

Our team got to work with the first step which is purposeful photography, then we shaped them into creatives that highlight themselves for the target age and group, attracting the parents to enroll their children.





## This Summer let your child discover their

inner artist, writer, and dancer

LIMITED SLOTS LEFT  
STARTING 15TH JUNE

 0332 8353563

 Lane 2, Al Murtaza Commercial Phase 8 Karachi





### Turning Classrooms into Theater with Our Movie Clubs

 0332 8353563

 Lane 2, Al Murtaza Commercial Phase 8 Karachi

Enrolments Open!








### Bring your stories to life with our creative writing program!

 0332 8353563

 Lane 2, Al Murtaza Commercial Phase 8 Karachi


Enrolments Open!







## Here to Help You Learn!

Academic reinforcement classes  
Math Whizz  
Creative Writing  
Storytime

 0332 8353563

 Lane 2, Al Murtaza Commercial Phase 8 Karachi

Enrolments Open!







### Elevate your child's math skills with our Math Whizz program!

 0332 8353563

 Lane 2, Al Murtaza Commercial Phase 8 Karachi

Enrolments Open!





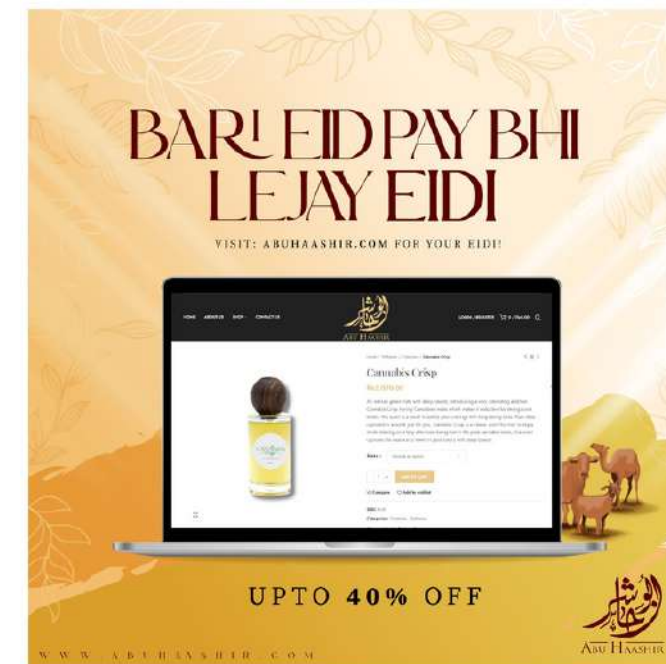
# Presenting the Bari Eid Sale

Client: Abu Haashir

Eid was around the corner and the client had an eye on getting in on this opportunity with a big sale.

Therefore we named it as such, it was called the "BIG EID SALE" We encapsulated the brand theme while opting for lighter colors, highlighting top-selling products and set an Arabic tone.

This turned out to be a winning combination and gave a huge bump in sales the client was looking for.





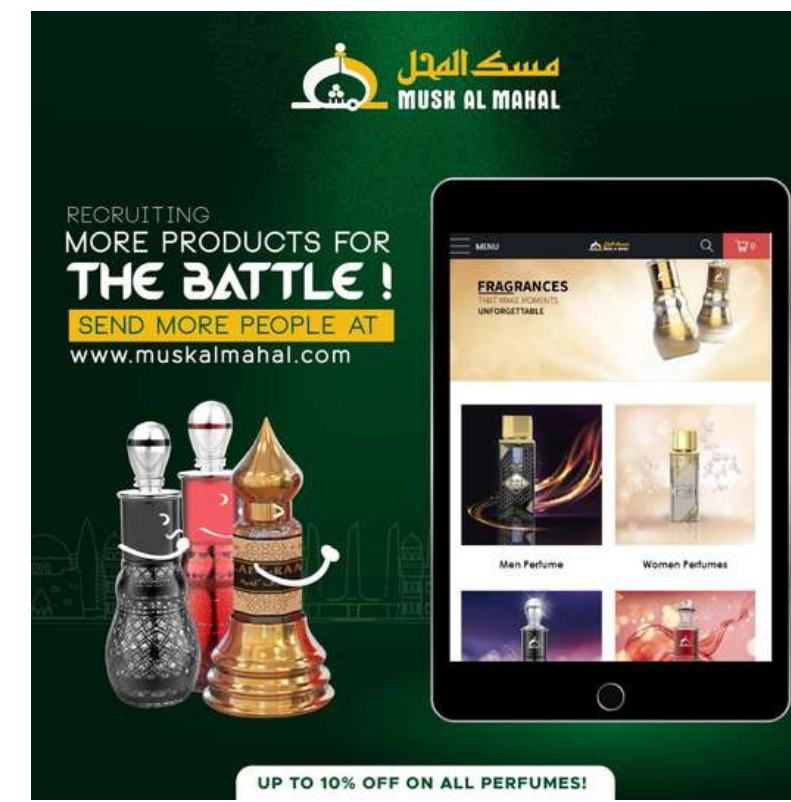
# Patriotic Pakistan Sale

Client: Musk Al Mahal

This was our client's very first campaign. They wanted to do something extra creative to stand out.

We shaped their products into characters that played the role of patriots by involving them in such roles.

This campaign was adored by the client and their audience to such an extent that another hit campaign was made shortly afterward on the same premise





# Mirror-like accuracy

Client: Scentorious

Our clients' offered their customers fragrances, inspired or similar to the best scents around the world.

We decided to "Mirror" this concept quite literally by showcasing a reflection of the renowned fragrances beneath our client's bottle to convey the relation and their accuracy.





# Every Building's Solution

Client: Al Neem Building Solutions

Our client offered a one-stop solution for all building maintenance needs in the UAE.

We uplifted their theme and then decided to go straight to business with offering what we can provide to our potential customers who wanted a specific service or a platter of services.





# Smasher, Legend's Favourite

Client: Smasher Sports UK

In the world of sports, the players who play with your products are seen as ambassadors. Our client has been the first choice for many cricketers who are now considered the legends of the game.

Therefore, we have decided to highlight those legends who have played with our client's equipment to ignite the hype of the brand.





# As Classic as a Polaroid

## Client: Natraj Tandoori

Our client had been in business for over 40 years, the brand was a favorite amongst many. They also had been consistent in their food and style.

That made them a classic brand, and what better way to market the brand than the ever-classic Polaroids.





# An Epic Menu Reveal

Client: EPIC:

The client was looking for a menu reveal that was as EPIC as their logo. We created taglines that incorporated the dish names and matched the fonts of the logo.

This was instantly adored by the client as they still wanted to carry their Pac-man theme deep down, and this laid the perfect platform for it.



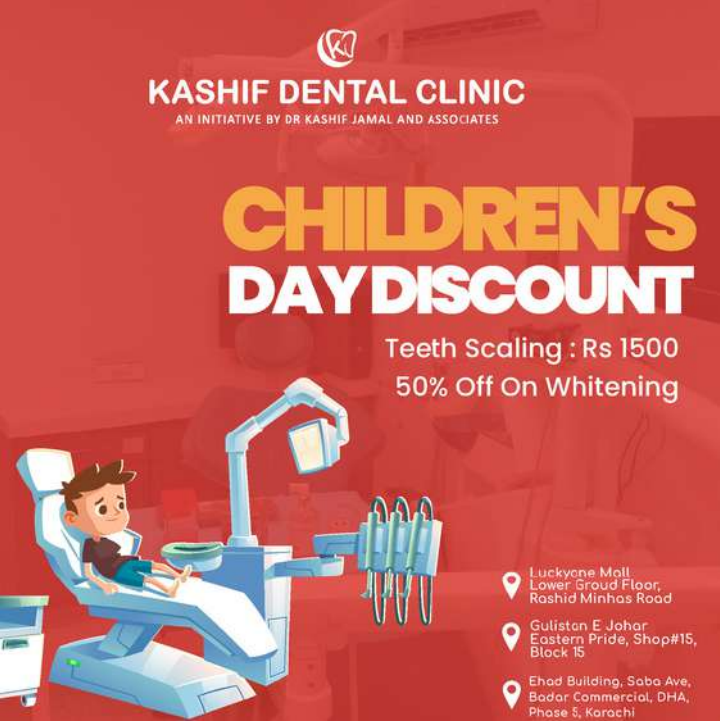


# Childrens Month Discount

Client: Kashif Dental Clinic

The launch of a new location means an opening discount. We repurposed that to invite families by appealing to the children.

A special discount was created for the month seeing as November had Children's Day, but for all the people in our audience, it was now Children's Month.





# Selling Premium Apartments

Client: Ajabshah Builders

We were approached to market a near-complete residential project in Phase 8 which came with a premium price tag.

We segregated the audience to appeal to people who preferred a luxurious lifestyle and had the means to support it.

Our deep segregation while narrowing our audience was the right thing as it generated momentum and response from the correct group of people



**عجبتاشہ**  
AJABSHAH PROPERTIES

## ATLANTIC RESIDENCE

Luxurious 3 Bed Apartments  
In Dha Phase 8

**90% COMPLETE**

**LIMITED UNITS LEFT**

(021) 35872263 | 03238337623  
Plot No.89C AI- Murtaza Commercial Lane-4,Phase VIII-A DHA Karachi  
Ajabshahproperties.com



**عجبتاشہ**  
AJABSHAH

## Home to Spar DHA

ATLANTIC RESIDENCE

**BOOK NOW!**

(021) 35872263 | 03238337623 | Ajabshahproperties.com.pk | Plot No.89C AI- Murtaza Commercial Lane-4,Phase VIII-A DHA Karachi



**ATLANTIC RESIDENCE**

Luxurious 3 Bed Apartments  
In Dha Phase 8

**90% COMPLETE** **LIMITED UNITS LEFT**

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AJABSHAH PROPERTIES

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Plot No.89C AI- Murtaza Commercial Lane-4,Phase VIII-A DHA Karachi  
Ajabshahproperties.com.pk



**عجبتاشہ**  
AJABSHAH

## The Perfect Location

- 5 Min Drive From Dha Golf Club
- 5 Min Drive From Nuplex Cinema

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Plot No.89C AI- Murtaza Commercial Lane-4,Phase VIII-A DHA Karachi  
Ajabshahproperties.com

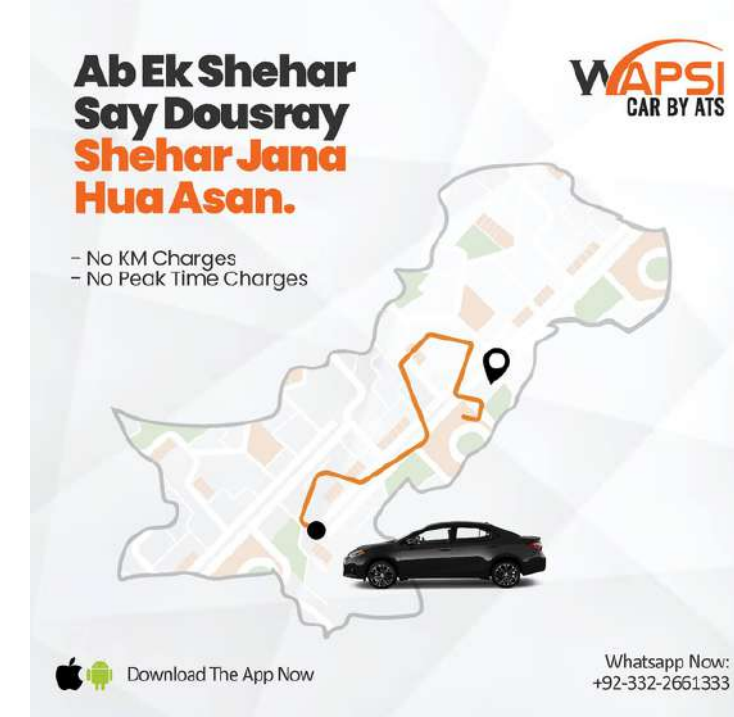


# Shehar se Shehar tak ka Safr

## Client: Wapsi Car

Our client offered cars on rent with drivers with a shared car service. The natural competitor was a journey with a bus.

We showed the benefits and comparison between the moods of transport to help our audience reason towards choosing Wapsi Car as their mode of transport





# App Based Solutions for All

## Client: Appature

Our Client offered a pre-made and customized solution for numerous industries that could provide benefits on numerous levels.

We, therefore, presented each solution with a summary of what they could do for the end users and therefore promoting their uniqueness to an audience that could benefit from these solutions.




# SOLUTIONS

## ORDER MANAGEMENT PORTAL




- Order management
- Vendor Management
- Reports
- Rider Tracking
- Others

**Get In Touch!**  
0341 3542009 | www.appature.com




# SOLUTIONS

## TASK MANAGEMENT SYSTEM



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## MANAGE YOUR Sales with Ease !



**With Appature's POS**  
Point of Sale (Web Application)

**FEATURES:**

- Multiple Branches
- Add/Delete products
- Order management
- Table management
- Discount options
- Invoicing
- Complete Business Monitoring
- Inventory & Staff Management
- Offline Mode for uninterrupted work
- 24/7 Reporting & Remote Access
- And More amazing features

**PERFECT FOR: MARTS | E-COMMERCE STORES | SHOPS | RESTAURANTS**

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## Why Our POS System?



• Easy to Use • Full of Features  
• Affordably Available

**GET IN TOUCH NOW!**  
0341 3542009 | www.appature.com



## Automate your HR Department!

With Appature's HR&Employee Management System

**FEATURES:**

- Employee Management & Self Service
- Attendance
- Leave and Loan Management
- Increment/Reimbursement Process
- Salary Sheet Generation
- Reports and Data sorting

**Perfect for:**  
All Business with multiple employees | Many Branches and Offices | Overburdened HR Departments

**Get In Touch!**  
0341 3542009 | www.appature.com

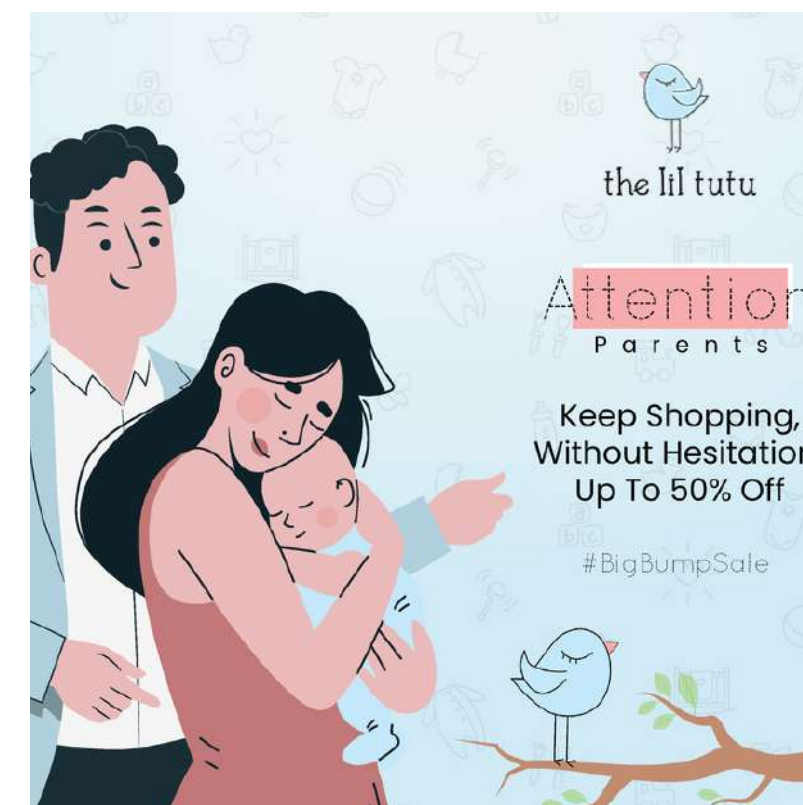


# The Big Bump Sale

Client: The Lil Tutu

Parents usually buy the most for their newborn children. Additionally, there are 2 more benefits; first is that they often need more clothes due to their growth and retaining them is more beneficial as they will be with us for the longest.

Therefore we created a Big Bump Sales as most shopping for a newborn is done before their birth and we wanted to appeal to the mothers via creating better association.





# Zaram Footwear Collection

Client: Abu Haashir

Our client had just inducted a local style sandal in their product range. Their audience though was made up of people who preferred trendy and modern things.

Therefore, we presented traditional footwear in a trendy and modern style to appeal to their audience and make the required impact.





# Experice The You

Client: J Pardesi

The client specialized in making custom-made attire for people belonging to different walks of life. Making people feel like the brand was the goal.

Therefore this campaign reflected "You" as the brand and showcased the different categories we offered.

J | Z Pardesi  
EXPERIENCE THE YOU!  
Experience the You!

## DAPPER LOOK

Buy Now!  
[www.jpardesi.com](http://www.jpardesi.com)

Visit Our Outlet!  
Kurta Gali, Tariq Road

J | Z Pardesi  
EXPERIENCE THE YOU!  
Experience the You!

## MATRIMONY

Buy Now!  
[www.jpardesi.com](http://www.jpardesi.com)

Visit Our Outlet!  
Kurta Gali, Tariq Road



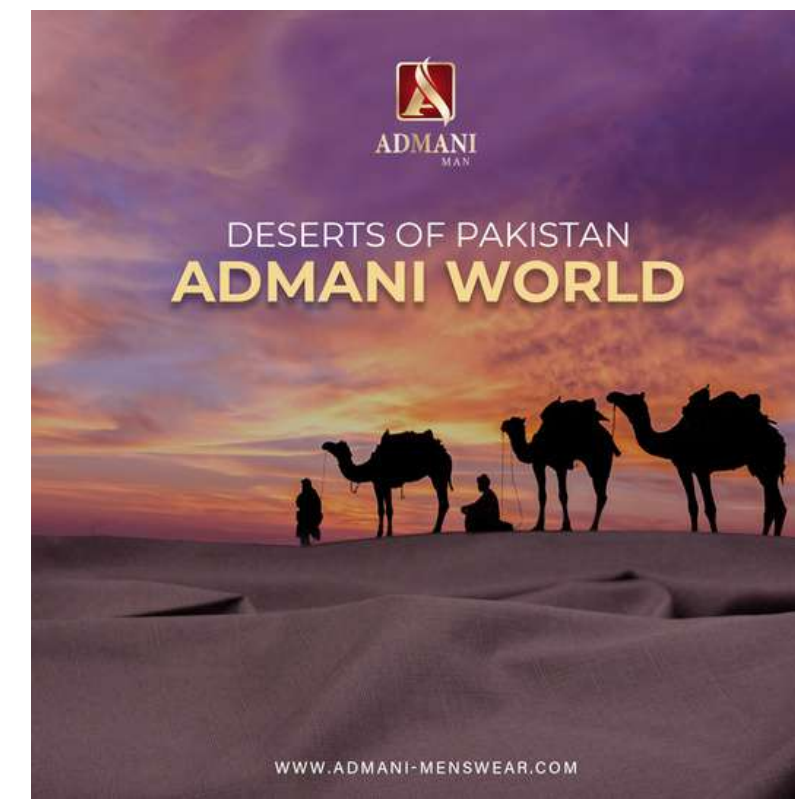
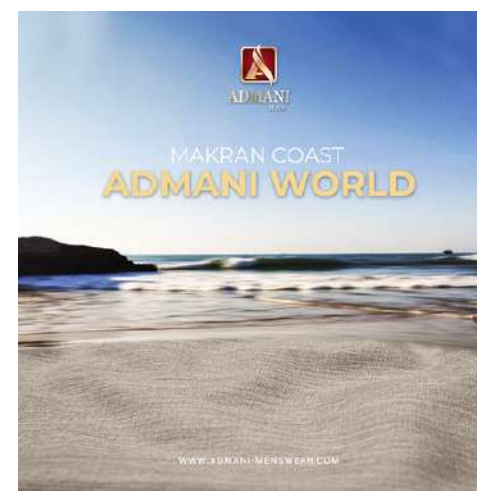
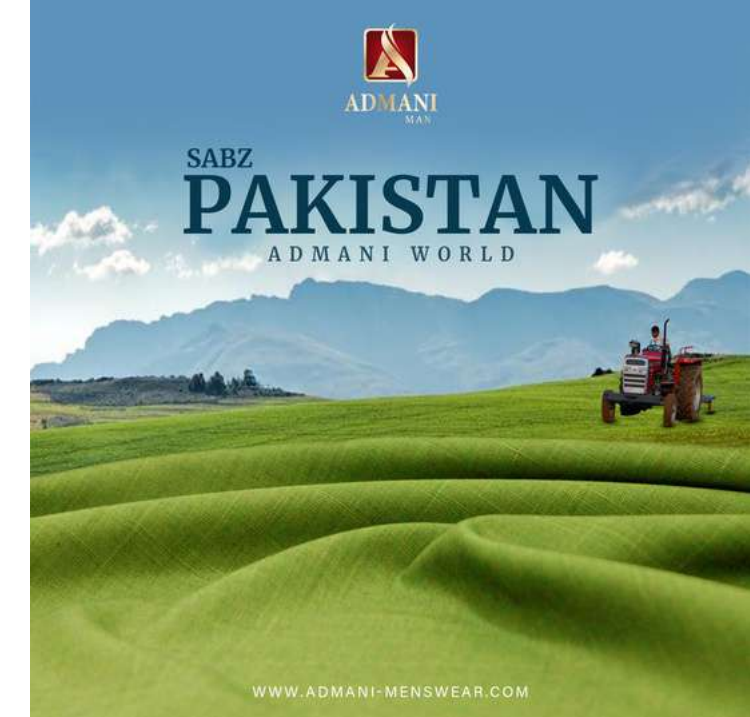
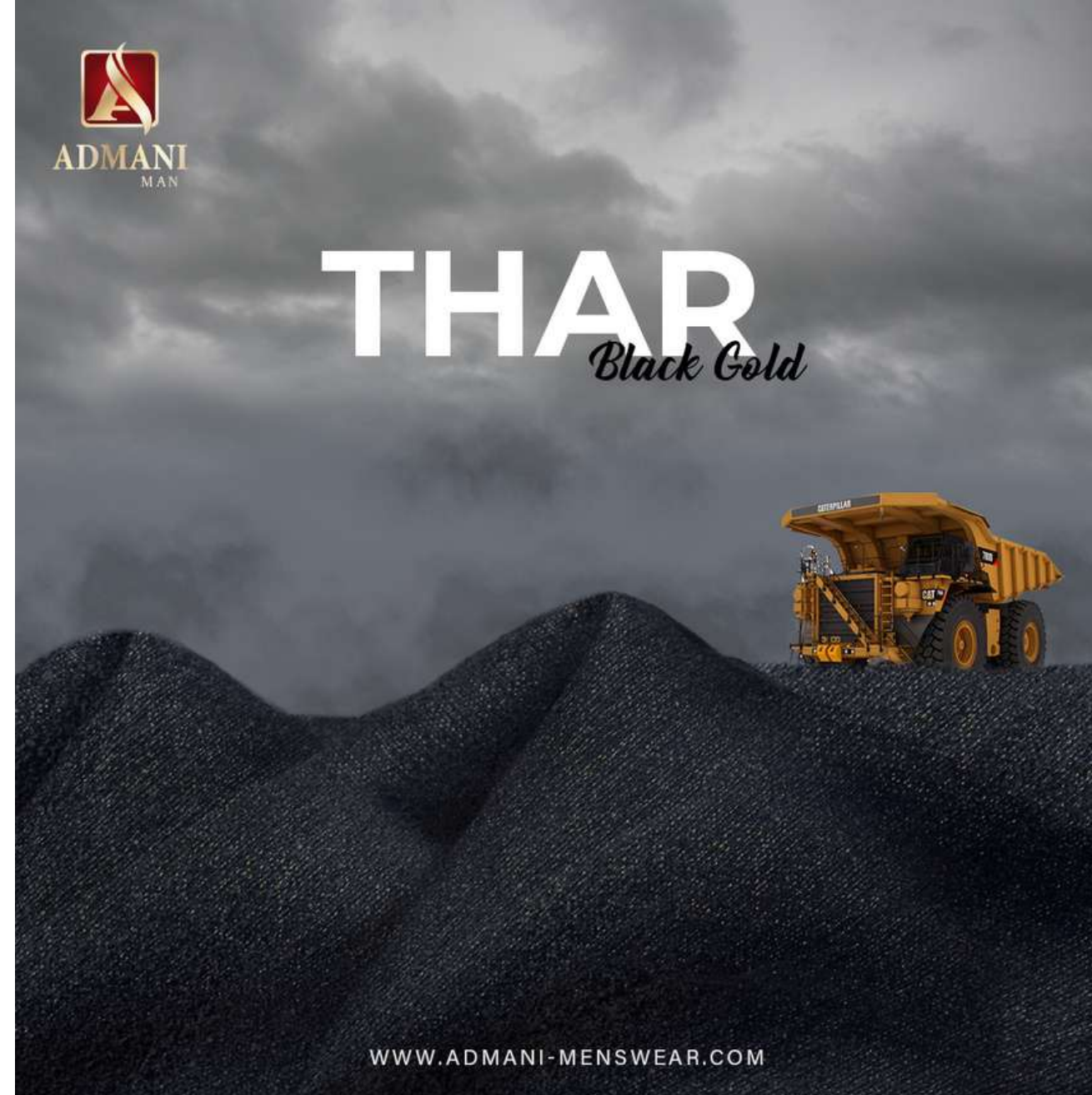


# The World Of Admani

## Client: Admani Fabrics

After numerous successful campaigns, we eventually wanted to go big with our next campaign. This meant incorporating the product with a soulful context.

We created the world of Admani where in different scenarios our product was blended like nature itself. This also highlighted how different people had Admani in common in their lifestyle.





# Modern Day Fashion

## Client: HoodFest

The client had come in with a specific requirement. They wanted the campaign to highlight their designs printed on their apparel.

We mimicked the design and incorporated it into the background of the model presenting the apparel. This helped us keep the context of the photoshoot and also helped amplify the design for better visibility and focus.





# Altum Summer Collection

Client: Bin Sami

A new collection was due to launch. We searched and finalized a name of the collection which resonated with the idea behind the collection.

Afterwards, creatives were made with contrasting colors of the articles in the collection and the summer vibe to ensure each image follows the theme while looking fresh to our audience.







# Get insights on Key Case studies

From the brief to the result, they have it all



# Transforming a POS Roll Manufacturer's Digital Marketing Strategy

The Brainiac Trend, a leading digital marketing company, recently undertook a transformative campaign for a POS roll manufacturer. The client, with a non-existing social media presence, aimed to establish a nationwide distribution chain by targeting B2B buyers. This case study highlights the strategies implemented by The Brainiac Trend, the results achieved, and the lessons learned during the campaign.

## Objectives:

- Identify and target B2B buyers for the POS roll manufacturer.
- Establish a nationwide distribution chain.
- Achieve a high return on advertising spend (ROAS) by acquiring bulk buyers.
- Employ a sample-based approach to generate larger orders.

## Strategy:

- Audience Segmentation and Targeting:
- Social Media Optimization:
- Free Sample Campaign:

## Results:

- B2B Buyer Acquisition:
- Nationwide Distribution Chain:
- High Return on Advertising Spend (ROAS):
- Increased Order Volume:

## Outcome:

The Brainiac Trend's digital marketing campaign successfully transformed the client's business by establishing a nationwide distribution chain for their POS rolls. By targeting B2B buyers, implementing a sample-based approach, and leveraging influencer partnerships, the campaign achieved outstanding results, including a high ROAS and increased order volume. This case study serves as a testament to the effectiveness of strategic digital marketing in driving growth and success for businesses in the modern era.



# Digitally Dominating the Halal Tour Market to Norway

This case study highlights the successful digital marketing campaign executed by The Brainiac Trend, a prominent digital marketing company, for a Halal tour provider to Norway. By leveraging targeted keywords, content creation, strategic promotions, personalized packages, and a user-friendly website design, The Brainiac Trend helped the client establish a strong market position, even amidst the COVID-19 crisis. This case study delves into the strategies implemented and their long-lasting impact on the client's business.

## Objectives:

- Establish the client as a leading Halal tour provider to Norway.
- Generate consistent and year-round customer queries and bookings.
- Differentiate the client's services based on traveler preferences (family, backpacker, honeymoon, group tour).
- Develop a compelling online presence to overcome the impact of the COVID-19 crisis.

## Strategy:

- Keyword Optimization:
- Content Creation:
- Strategic Promotions:
- Personalized Travel Packages:

## Results:

- Market Leadership:
- Consistent Customer Queries:
- Overcoming COVID-19 Impact:
- Long-Term Sustainability:

## Outcome:

The Brainiac Trend's digital marketing campaign transformed the client, a Halal tour provider to Norway, into a market leader. Through targeted keyword optimization, content creation, strategic promotions, personalized travel packages, and a user-friendly website design, the campaign generated consistent customer queries and bookings, even in the face of the COVID-19 crisis. This case study exemplifies the power of strategic digital marketing in establishing a strong market position and ensuring long-term success for businesses in the travel industry.



# Revolutionizing Online Sales for Power Tools

This case study showcases the remarkable digital marketing campaign executed by The Brainiac Trend, a renowned digital marketing company, for an online seller of a single brand power tools in Pakistan. The client aimed to penetrate the traditional power tools market, primarily consisting of a rural audience, through non-conventional online strategies. The campaign highlights the strategies implemented by The Brainiac Trend, the outstanding results achieved, and the transformative impact on the client's business.

## Objectives:

- Build a customer funnel and establish trust through page likes and messages.
- Drive conversions for website purchases through a targeted conversion campaign.
- Promote top-selling categories effectively to generate customer interest.
- Create landing pages for segmented top-selling products to increase conversions.
- Communicate the benefits of ordering online and the convenience offered by the client.
- Attract new users through the perception of a new experience with a limited product range.

## Strategy:

- Building the Customer Funnel:
- Targeted Promotions for Top-Selling Categories:
- Segmented Landing Pages for Top-Selling Products:
- Communicating the Benefits of Online Ordering:
- Limited Product Range for New Experiences:

## Results:

- Remarkable Return on Advertising Spend (ROAS):
- **Peak Sales Performance:**

## Outcome:

The Brainiac Trend's digital marketing campaign revolutionized the online sales of power tools for the client, overcoming the challenges of a traditional market in Pakistan. Through strategic funnel building, targeted promotions, segmented landing pages, and creative communication, the campaign generated exceptional results, including a 30x ROAS and peak sales of 4 million PKR in a limited budget. This case study showcases the transformative power of digital marketing in expanding business opportunities and reaching untapped markets.



# From Manufacturing to Online Retail of Fabrics:

This case study showcases the exceptional digital marketing campaign executed by The Brainiac Trend, a renowned digital marketing company, for a fabric manufacturer venturing into the online retail space for the first time. The client aimed to test the market and explore new sales opportunities through their e-commerce store. The campaign highlights the strategies implemented by The Brainiac Trend, the outstanding results achieved, and the transformative impact on the client's business.

## Objectives:

- Create a message-based campaign to establish trust and increase user engagement.
- Drive conversions for website purchases through a targeted conversion campaign.
- Showcase a single fabric article with a range of amazing color options.
- Offer competitive prices and free delivery to incentivize customer orders.
- Generate jaw-dropping creatives to appeal to the fashion-inspired mindset and establish the client as a big brand in the online retail industry.

## Strategy:

- Message-Based Campaign for Trust Building:
- Conversion Campaign with Color Showcasing:
- Competitive Pricing and Free Delivery:
- Jaw-Dropping Creatives for Brand Establishment:

## Results:

- Increased User Engagement and Trust:
- Improved Conversions and Sales:
- Enhanced Cost-Efficiency:
- Brand Recognition and Positioning:

## Outcome:

The Brainiac Trend's digital marketing campaign revolutionized the online retail presence of the fabric manufacturer, enabling them to explore new sales opportunities through their e-commerce store. Through a message-based campaign, conversion-focused strategies, competitive pricing, and captivating creatives, the campaign generated exceptional results. These included increased user engagement, improved conversions and sales, enhanced cost-efficiency, and brand recognition in the online retail industry. This case study exemplifies the transformative power of digital marketing in establishing a strong online presence and driving business growth.



# Convenience equals to Customers:

This case study showcases the remarkable digital marketing campaign executed by The Brainiac Trend, a leading digital marketing company, for an IGCSE school with a dual business model of on-campus schooling and online schooling in the GCC region. The campaign aimed to stabilize the school's social media presence, increase engagement, and drive admissions for both models. The highlights of the campaign outline the strategies implemented by The Brainiac Trend, the challenges encountered, and the transformative impact on the client's business.

## Objectives:

- Establish a unified and compelling brand image across social media platforms.
- Segregate the marketing approach for on-campus schooling and online schooling.
- Improve response and engagement through lead ads.
- Optimize communication channels by shifting focus to WhatsApp.
- Simplify the parent-school interaction process and convert conversations into admissions.

## Strategy:

- Stabilizing Social Media Presence and Brand Image
- Segregated Marketing Approach for Dual Business Models:
- Lead Ads for Increased Response:
- shifting Focus to WhatsApp for Enhanced Engagement:
- Simplifying Parent-School Interaction Process:

## Results:

- Increased Engagement and Admissions:
- Optimized Cost per Result:
- Consistent Success in Two Business Models:

## Outcome:

The Brainiac Trend's digital marketing campaign revolutionized the social media engagement for the IGCSE school, effectively managing two distinct business models through a single social media account. By stabilizing the school's social media presence, segregating marketing approaches, optimizing communication channels, and simplifying the parent-school interaction process, the campaign achieved remarkable results. The increased engagement, admissions, and optimized cost per result attest to the transformative power of digital marketing in the education sector.





# Check the glimpses of our Pro-folio

Featuring many designs of numerous industries



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For Your Perfect Eye Look

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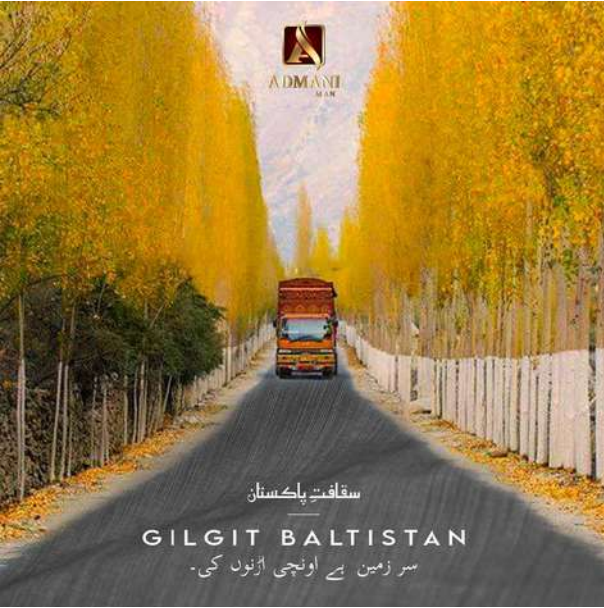
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