

millimeter

Functionality is Base



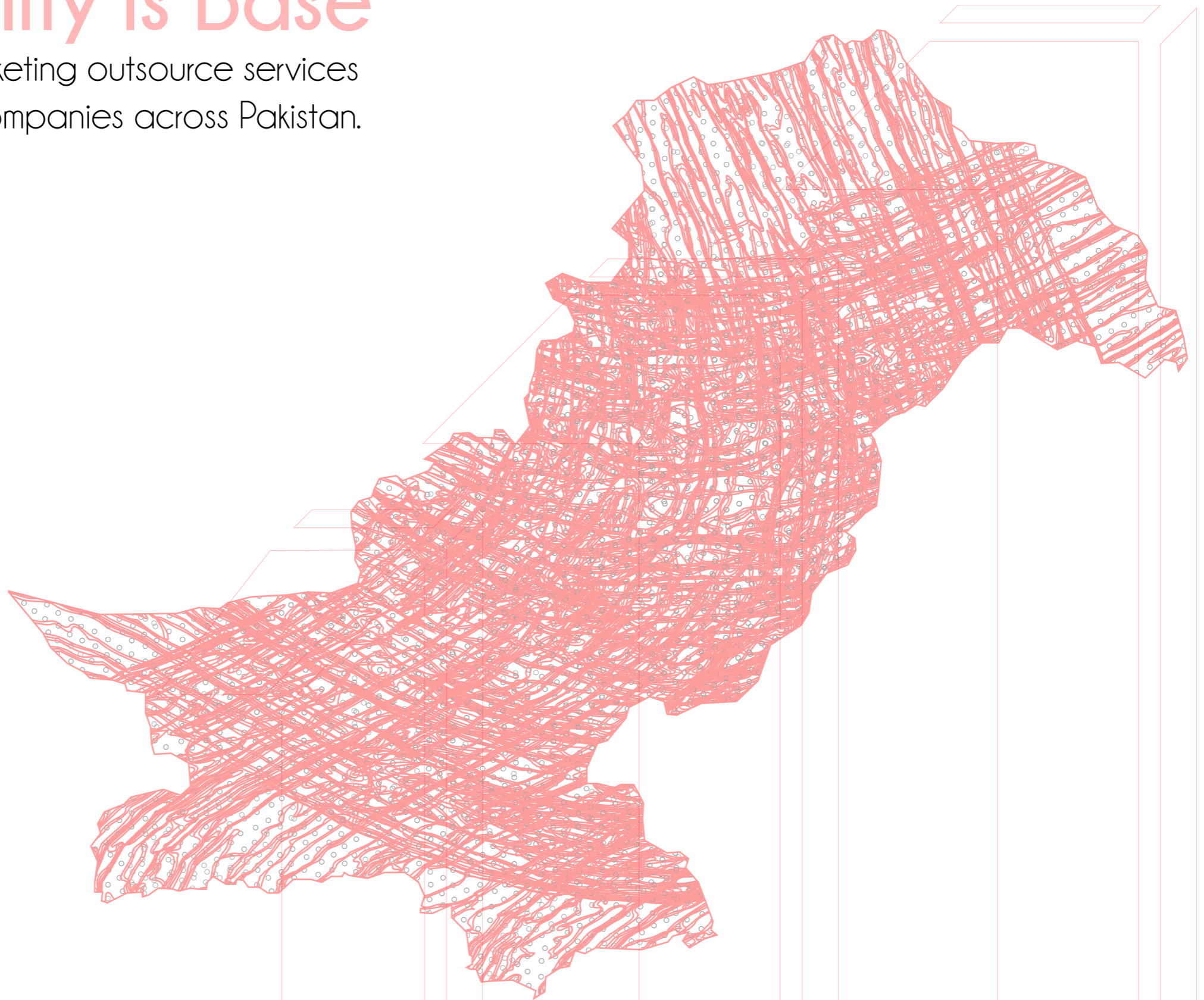


Millimeter Advertising is dedicated to create a better visual culture around us, using multifaceted tools and an approach that caters to the minute details in order to create the best possible outcome.

We provide assistance through professional interventions on an organisational and individual level. Providing design solutions in a more suave and interactive manner, which is sure to add value to our client's goal.

Functionality is Base

We are provider of marketing outsource services to top tier & growing companies across Pakistan.



List Of Specialties

Brand Management

Print & Digital Advertisement Design

Event Design & Execution

Brand Utility Design & Fabrication

Merchandize Design

Website Design

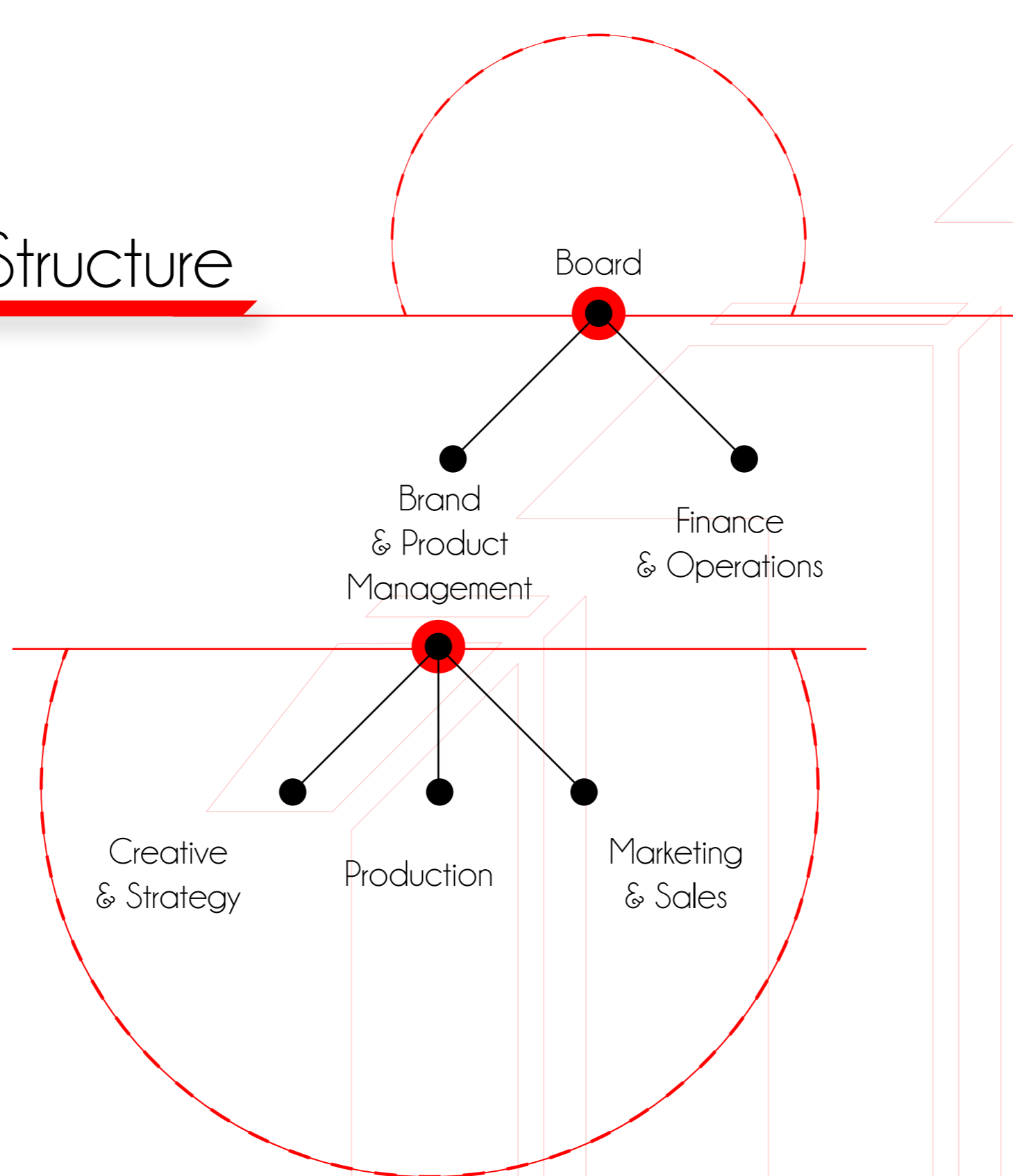
Public Relation Communication & Consultancy

Film Making, Documentaries & TVC's

Photography

Talent Management

Our Structure



Transparency



Vendor Management

Functionality



Network



Communication



These fundamental values not only embody what our company is all about, but they are what you can expect from all of us—at all times.

Transparency

We have designed SOPs for each and every procedure involve in activating a brand » Payments are made through checks only (from vendors to activity Staff) • We do not outsource any project and have a designated team for it as well

Vendor Management

- Proper Registration Process for vendors – to ensure that we get the best to deliver the best
 - 3 vendors for each category - Fabrication, Production, Transportation, Technical Support etc
- Vendor

Network

- Permanent offices in 3 Metros
- Sub offices in 12 towns of Pakistan
- International Presence – UAE, USA & Saudi Arabia

Functionality

- We Believe Functionality Is Base and if a product justifies its effectiveness through its functionality, it is sure to be successful, regardless if it is for Commercial or Private Consumption.

Communication

- Online task and project management & reporting tool – Dropbox.com
- Resource and vehicle tracking through GPS
- In house back-checking
- Project Management.



ACTIVATION & EVENT

We have been working with digital businesses to create marketing campaign where they interact with their consumers with an interactive approach. Careem focusses on engaging consumers and



Events Case Study



FLAGSHIP STORE LAUNCH EVENT

Marlboro is Philip Morris' most premium brand. For the launch of the flagship store we created a fun night out for guests.





PHILIP MORRIS

Trade Event March 2013

Exclusive events held nationwide for celebrating the launch of Wholesaler's Program - Taraqqi

Cities: Karachi, Lahore, Islamabad / Rawalpindi, Multan, Faisalabad



Events Case Study



Marketing collaterals designed for Nutri. Metro & Hyperstar



Brand Activation

Project started on 19th March 2015 & Covered 8 Major institutions of Lahore

Social Engagement & Awareness Strategy • The Daily Juice Achieved great fan following after displaying its products at the Lums Spring Festival amongst market leading brands like Sprite & Nestle. • Students were given the opportunity to participate in a feasting game to win Discounts from the The Daily Juice.

Lums

The Daily JUICE COLD PRESSED





Maggi Noodles Sampling Project started on 19th June 2013 and is still on ground a total of 21 days activity
Challenge was to deliver Maggi noodles to the consumers prepared under most hygienic procedures while maintaining the quality of the brand. The kiosks were taken to TG clustered areas in order to carry out successful sampling
Cities: Karachi, Lahore, Islamabad
Samples: 65,000
Consultants: 8 Chefs & 8 Brand Ambassadors

TRADE MARKETING

Point of Sale is a very important element in any Integrated Marketing campaign. We manage all in store activations for P&G in Pakistan

P&G



Creative Services

Complete Activation Elements Design and Execution for Momo's Shack.



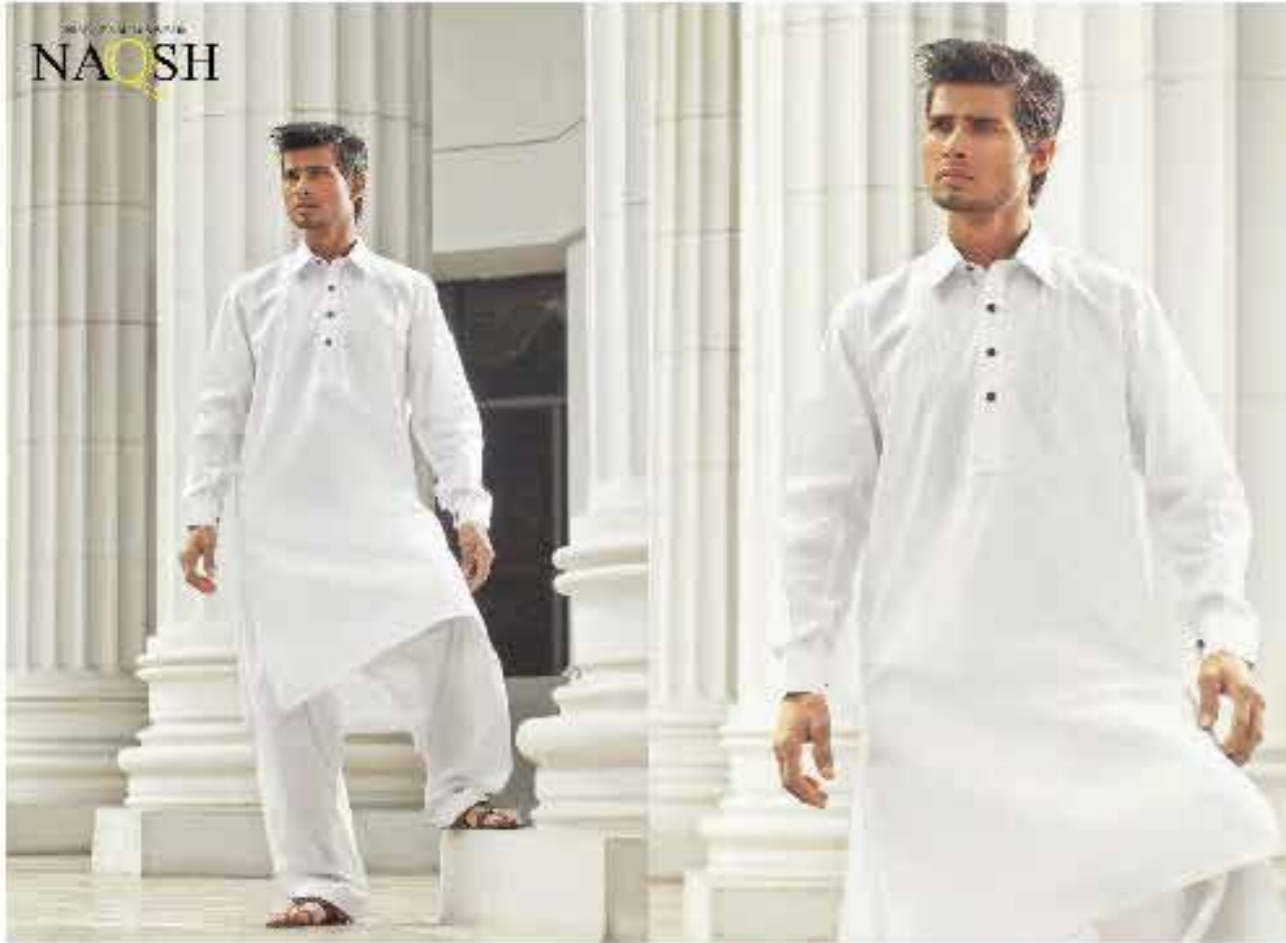
Complete Creative's Developed for the Smartphone Store Launch in Lahore. It included; press ad, banners, hoarding, mobile design, van branding, uniforms, invites etc.



Photography



Photography



Photography

Pastels
GOTAKINARI™
BY
MARYA ZOHAB



Branding/Activation/Photography/Videography/Event



Product Branding/ Print media





PREMIUM QUALITY
Best CHOICE
PREMIUM QUALITY

Our Products

1. Organic Wheat Flour
2. Organic Quinoa
3. Natural Rice (Basmati)
4. Organic Rice (Red)
5. Natural Pickle (Chemical Free)
6. Natural Honey
7. Natural Brown Sugar (Chemical Free)
8. Organic Chicken
9. Organic Eggs
10. Organic Milk (Preservative, Hormone & Toxin Free)
11. Natural Spices
12. Natural Chutney (Mango/Falsa/Ahi-Rukhara)
13. Organic Tea



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the organic store
International




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The Organic Store, Karachi

Product Branding

Jawa Paints
A MEMBER OF JAWA GROUP OF INDUSTRIES

JAWA SYNTHETIC ENAMEL
JAWA SYNTHETIC ENAMEL is a high quality solvent based super enamel, suitable for all types of interior and exterior wood and metal surfaces. JAWA SYNTHETIC ENAMEL gives a smooth finish and has excellent durability.

PRODUCT INFORMATION
Coverage: 15-18m²/litre (1 coat)

APPLICATION
Interior: 15-18m²/litre (1 coat)
Exterior: 10-12m²/litre (1 coat)
Drying: 2-3 hours
Cleaning: Turpentine Oil

PREPARATION REQUIRED
New or Bare Surface
New or bare surface must be clean, dry and free from dirt, grease, wax etc. After rubbing down with abrasive paper primer with appropriate primer.

Previously Painted Surfaces
Surface must be clean, dry free from all defects and properly sanded. All grease, wax etc. All

SAFETY & ENVIRONMENTAL NOTES
Always keep container air tight closed. It must be out of reach of children. Use of mask is advisable while cutting down and when in use when applying by spray. Never breathe vapour from the container. Use of proper respiratory system is advised. All painting equipment should adhere appropriate standards.

Urdu Text:
یہ ایک اعلیٰ ترین معیار کا پینٹ ہے جو کہ تمام اندر اور باہر کے لکڑی اور فلز کے لیے استعمال کیا جاسکتا ہے۔
اس پینٹ کا استعمال کرنے سے پہلے اس کی سطح کو دیکھ کر اسے صاف اور خشک کرنا ضروری ہے۔
اس پینٹ کو استعمال کرنے سے پہلے اس کی سطح کو دیکھ کر اسے صاف اور خشک کرنا ضروری ہے۔
اس پینٹ کو استعمال کرنے سے پہلے اس کی سطح کو دیکھ کر اسے صاف اور خشک کرنا ضروری ہے۔

3.64 LITRES

Jawa Paints
A MEMBER OF JAWA GROUP OF INDUSTRIES

PREMIUM EMULSION

SPARKLE SERIES
FOR WOOD & METAL SURFACE

HIGH QUALITY ENAMEL
HIGH GLOSS FINISH
EXCELLENT DURABILITY

3.64 LITRES

Our Clients



Our Clients

Bata

 **Genetics** Pvt. Ltd.
Pharmaceuticals
A division of Genetics Pharmaceuticals, UK

FOTILE
For Love We Do

Haier

 **mak** COUNSELING

The Daily
JUICE
COLD PRESSED

mamas
& **papas**

 **ROAR DIGITAL**

 **SAEED AJMAL**

 **MINT PRO**
AUTOMOTIVE
AVIATION
MARINES
CLEANTEN

 **Borjan**
WALK THE FASHION

NISNASS
نسناس

 **Nutri**
Healthy & Quality

 **MANHATTAN BITES**
SIGNATURE NEW YORK PIZZA

 **Pastels**
GOTAKINARI
MARYAM ZOHAB

Thank you for reviewing our profile

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