



Essential Concepts
Business Solutions & Services



ADVERTISING | ACTIVATION | EVENT MANAGEMENT | PUBLIC RELATIONS | RESEARCH | SOCIAL COMMUNICATION | CREATIVE



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Essential Concepts
Business Solutions & Services

ABOUT US

Essential Concepts is a fully-integrated media and communications company offering services in design, events, branded productions, digital advertising & marketing (interactive) and public relations. We understand brands, markets and the media making us your 'Ideal Medium for Brands'.

We are the only company in Pakistan to be complete in all aspects which can find that perfect connection between your products and customers on a 360 platform.

WE ARE a TEAM of *dedicated* and *energetic*
group of *professional Account Servicing*,
CREATIVE and **PRODUCTION**
Expertise who ready for any challenges.



“Customer satisfaction is More than a promise”

MISSION STATEMENT

“To provide services to respective clients for their future decision-making in today's competitive era; from problem identification to problem solving with realistic data, from actual environment, with latest research instruments and techniques blended with higher level of quality assurance; at the same time contributing to nation serving.”

“Going above & beyond to help our customer's succeed”

CORE VALUES

- Quickly, timely, effectively and efficient response to our customers/ clients regarding their queries
- We strive for the best quality, never compromise on quality and try to achieve 6 sigma perfection
- We work with full dedication and honesty.
- We respect and honor every individual and we expect the same in return.
- We focus on long term relationships with our clients and customers.
- We tend to be the drivers rather than the passengers in innovations and concept development.



“It’s all about bringing brand to life!”

OUR APPROACH

Since inception, Essential Concepts has been delivering strategic marketing opportunities to major corporate clients and the industry's leading brands. Our philosophy has always been that we are the essential medium for your brand and we have proven it in our relentless pursuit of success for our clients.

we consult, create and implement around our clients needs, whether they be to build brand awareness, brand enhancement or to actively engage and build dialogue with their consumers. Our solutions reach out to your target audience right where they live, work or recreate.



OUR FORMATION

Believe it or not, we opened business just 7 years ago, working out of a briefcase because we had no offices. Today, we have however managed to procure 4 offices in Pakistan, namely, Islamabad, Lahore, Karachi and Quetta, and finally we have our presence in the USA, Canada, Italy and Spain, where we started in selling our minds.

Essential Concepts has earned an excellent reputation for providing clientele with effective, creative brand building solutions.



“Do what the client wants, not what you want”

OUR FOUNDATION

To look through a client brief
You need the third eye

To decipher to codes hidden between the lines
You need to be focused

To understand the consumers' mind
You need to study them hard

To create a strategy worthy for advertising
You need to live it!

OUR FOCUS

Stand out from the crowd
with a unique positioning in
the market

Reach out effectively to its
core Target Group

Maintain top of the mind
recall with the precise
communications

Ensures proper visibility
in all necessary media

Build itself as a strong
identity that connotes a
value...



“Be the one to stand out in the crowd”

OUR SERVICES

So, a partnership with Essential Concepts
we can offer your Brand...

Creative Strategy

Events & Activation

Media Buying & Planning

Account Planning

Creative Stewardship

Market Research

Social Communication

Strategic Planning

OOH Media Buying & Planning

Sales Activation

Projection Mapping



Give Away Items

Media Monitoring

Graphic Design

Brand Building

Brand Architecture

Corporate & Brand Identity

Brand Positioning

Public Relations

Copy & Design Consultation

360 Brand Custodianship

Media Productions



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OUR NETWORK



Islamabad (Head Office)

Office # 15-16, 2nd Floor, F-11 Markaz,
Select Centre, Islamabad
t: (92-51) 211-1455



Lahore Office

Office# 24, Big City Tower, Main
Boulevard Gulberg – Lahore



Karachi Office

3rd Floor, 64- C, 21st Commercial
Street, Phase 2 Ext, DHA



Quetta Office

Office # A 11, 1st Floor Swis Plaza,
M. A. Jinnah Road, Quetta Cantt





TESTIMONIALS

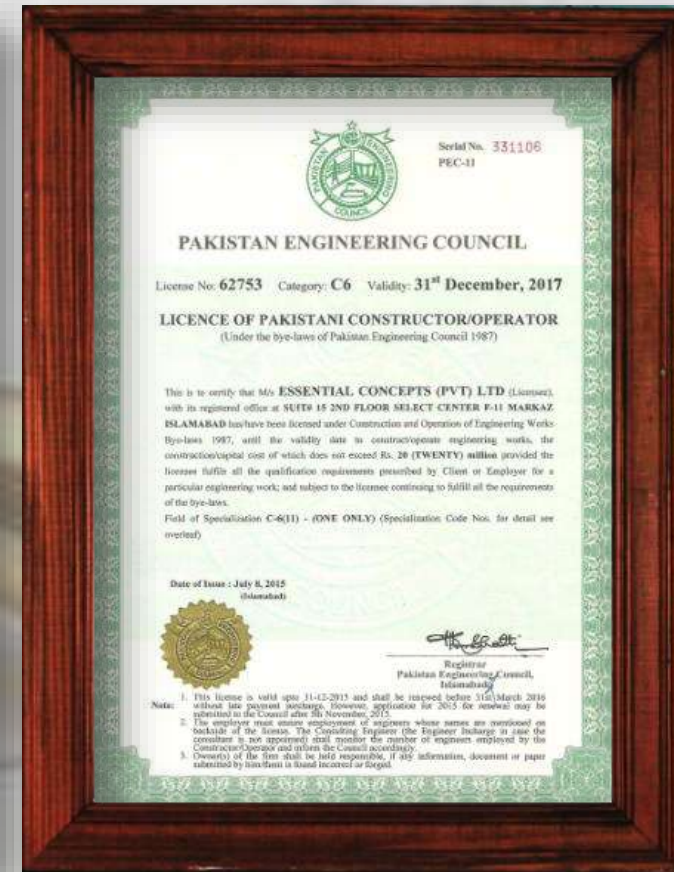
ISO



SECP



PEC



Testimonials



Testimonials





This research is being carried out for the benefit of the people of the Republic of South Africa. It is not intended to be used for any other purpose.

[illegible]

Nature
Nature Publishing
Group of London and
Cambridge, Massachusetts

You are requested to confirm the acceptance of registration with PTCL by returning the copy of letter duly signed and stamped by VU department with in 05 a week.

I hereby certify that the information furnished on this form is true and correct. I understand that this information will be used for the purposes indicated and that any false or misleading information may result in criminal sanctions and/or civil penalties.

Signature: John Doe Title: CEO Date: 1 April 2012



Optel
Optical Technology
1000
1000
1000
1000

Downloaded from <http://ajphaphapublications.org/>

Testimonials

boost
COMMUNICATIONS

February 27, 2014

Agreement between Boost Communications FZ LLC and Essential Concepts:

- Any clients that Essential Concepts brings to Boost Communications will be exclusive to Essential Concepts. Hence, if they approach Boost Communications, they will be redirected to Essential Concepts.
- This is a 12-month agreement effective on the date this agreement is signed.

Regards,


Yasmine Al-Turk
Relationship Manager

boost
COMMUNICATIONS
Relationship Manager

Orient Advertising
Since 1985
Quality. Creativity. Innovation. Integrity. Passion.

April 17, 2010

TO WHOM IT MAY CONCERN

This is to certify that Orient Advertising has been our consistent supplier over the last 30 years and they have provided us highly satisfactory services in the field of O-A of Home Advertising, Events and Brand activation.

We wish them all the best in future endeavors and extend this company as a reliable supplier.

This letter has been issued on the request of said supplier.

Sincerely,


Akbar Bigham
Regional Director

With kindest regards,
Your loyal client, Orient Advertising

SPECTRUM | Y&R
Specialist in the development of integrated advertising and marketing solutions

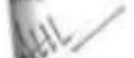
April 18, 2010

To whom it may concern

We wish to certify that Spectrum has been our consistent supplier over the last 30 years. They have provided us highly satisfactory services in the field of O-A of Home Advertising, Events and activations.

We wish them all the best in future endeavors and extend this company as a reliable supplier. This letter has been issued on the request of said supplier.

Sincerely,


Akbar Bigham
Regional Director

With kindest regards,
Your loyal client, Spectrum | Y&R



Our Clients

Essential Concepts is fortunate to have client companies of all sizes, with brands both global and local, established and emerging, in almost every industry vertical imaginable.







View Our Portfolio

DUBAI EXPO

ADIBF 2015 – Dubai Expo (Exhibition Stand Design & Execution)



Events & Exhibition



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DUBAI EXPO

BEAUTY WORLD 2015 – Dubai Expo (Exhibition Stand Design & Execution)



Events & Exhibition



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DUBAI EXPO

DUBAI MOTOR SHOW – Dubai Expo (Exhibition Stand Design & Execution)



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DUBAI EXPO

IDEX 2015 – Dubai Expo (Exhibition Stand Design & Execution)



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TWA & TES

ICT Global 2012 "TWA & TES Stall"



Events & Exhibition



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Transworld

ITCN Asia Expo - Karachi



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Transworld

Connect ICT Exhibition, 22nd to 24th May, 2012 Karachi



Events & Exhibition

PEL (Wedding Show)

11th & 12th August – 2018, Expo Center Lahore



Events & Exhibition



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PEL (Wedding Show)

11th & 12th August – 2018, Expo Center Lahore



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PEL (FSM TRAINING)

May 2018 (Islamabad, Rawalpindi, Gujranwala, Sahiwal, Faisalabad, Multan, Peshawar, Lahore, Khi



Events & Exhibition



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Essential Concepts
Business Solutions & Services

PEL (FSM Training)

Karachi, Lahore, Faisalabad, Sialkot, Gujranwala, Gujarat, Peshawar, Rawalpindi



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PEL (FSM Training)

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PEL (FSM Training)

Karachi, Lahore, Faisalabad, Sialkot, Gujranwala, Gujarat, Peshawar, Rawalpindi



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PEL (FSM Training)

Karachi, Lahore, Faisalabad, Sialkot, Gujranwala, Gujarat, Peshawar, Rawalpindi



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Summit Bank (Khi Expo 2017)

Karachi, June - 2017



Events & Exhibition

Summit Bank (Golootlo Expo)

Karachi, June - 2017



Events & Exhibition

Summit Bank (Golootlo Expo)

Karachi, June - 2017



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Essential Concepts
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TDAP (D8 Trade Exhibition)

Pak-China Friendship Center (5 Days Expo)



Events & Exhibition



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PSTD Annual Learning Conference 2017

Karachi Movinpic Hotel



Events & Exhibition

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PSTD Annual Learning Conference 2017

Karachi Movinpic Hotel



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Pak-China Friendship Center (5 Days Expo)



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Pak-China Friendship Center (5 Days Expo)



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The News Expo 2013

Pak-China Friendship Center, Islamabad, March - 2013



Events & Exhibition



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The News Expo 2013

Pak-China Friendship Center, Islamabad, March - 2013



Events & Exhibition



Royal Mall

ZAMEEN PROPERTY EXPO)Pak China – Islamabad 24 – 25 December, 2016)



Events & Exhibition



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Royal Mall

ZAMEEN PROPERTY EXPO)Pak China – Islamabad 24 – 25 December, 2016)



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Lotus Lake Tower

#Abad_Jang_Expo 2017 24th March (Pak China Friendship Center – Islamabad)



Events & Exhibition



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Lotus Lake Tower

#Abad_Jang_Expo 2017 24th March (Pak China Friendship Center – Islamabad)



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MAK DV

#Abad_Jang_Expo 2017 24th March (Pak China Friendship Center – Islamabad)



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Emaar - Pakistan

Safa Gold Mall, F-7 – Islamabad, December 2015 (20-12-2015, 7 Days Activation)



Events & Exhibition



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Emaar - Pakistan

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LOK VIRSA (Culture Fest)

Culture Fest, Lok Virsa Shakar Parian – Islamabad (27th April till 29th April)



Events & Exhibition



LOK VIRSA (Culture Fest)

Culture Fest, Lok Virsa Shakar Parian – Islamabad (27th April till 29th April)



Events & Exhibition



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LOK VIRSA (Culture Fest)

Culture Fest, Lok Virsa, Shakar Parian – Islamabad (27th April till 29th April)



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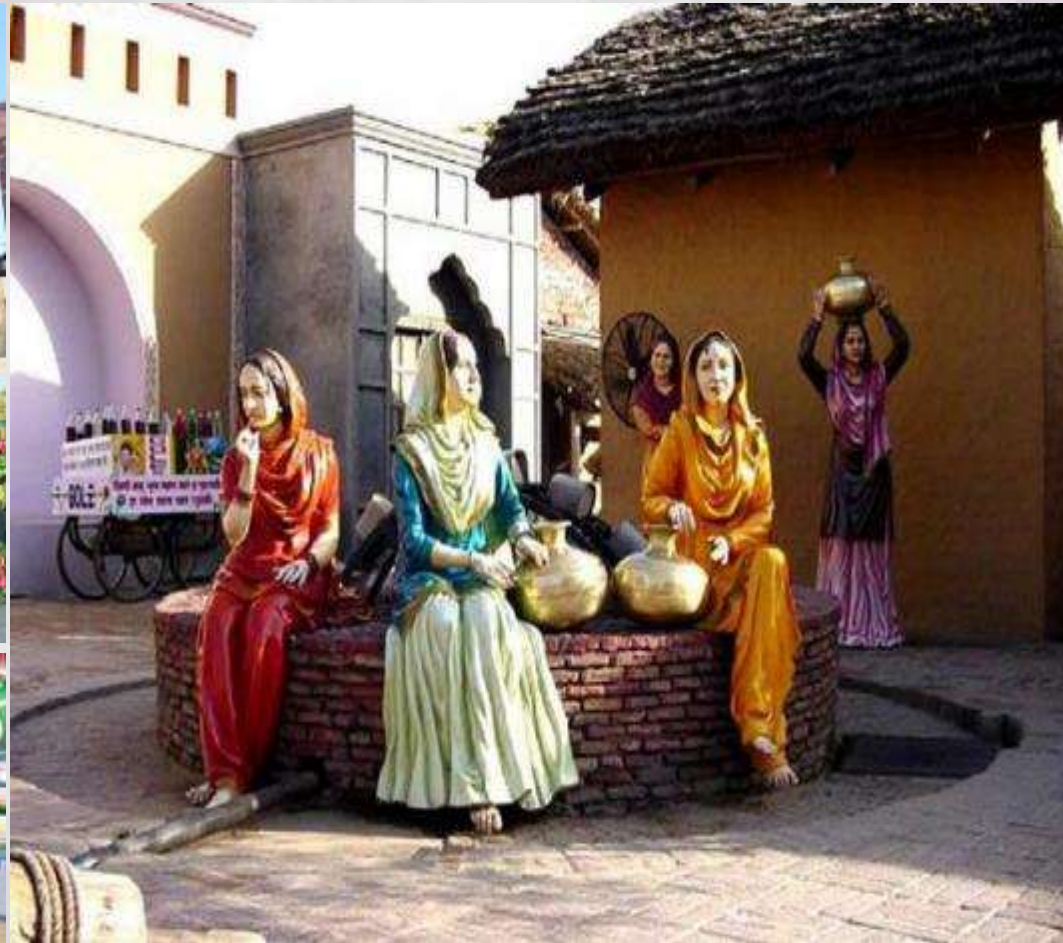
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LOK VIRSA (Pakistan Week 12)

Ministry of Culture & Heritage 5 Day Event in Pak China & Lok Virsa Museum 2012



Events & Exhibition

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Ministry of Culture & Heritage 5 Day Event in Pak China & Lok Virsa Museum 2012



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LOK VIRSA (Pakistan Week 13)

Ministry of Culture & Heritage 5 Day Event in Pak China & Lok Virsa Museum 2013



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LOK VIRSA (Pakistan Week 13)

Ministry of Culture & Heritage 5 Day Event in Pak China & Lok Virsa Museum 2013



Events & Exhibition

LOK VIRSA (Pakistan Week 13)

Ministry of Culture & Heritage 5 Day Event in Pak China & Lok Virsa Museum 2013



Events & Exhibition

BANK ALFALAH

Bancassurance Convention (PC – Karachi) #Retro 80's



Events & Exhibition



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BANK ALFALAH

Premier & Conventional Banking Event Contact Report



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BANK ALFALAH

Premier & Conventional Banking Event Contact Report



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BANK ALFALAH

Bancassurance Convention (PC – Karachi) #Retro 80's



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Essential Concepts
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BANK ALFALAH

INTERNATIONAL WOMEN DAY 2019 – KARACHI



Events & Exhibition



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BANK ALFALAH

INTERNATIONAL WOMEN DAY 2019 – KARACHI



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BANK ALFALAH

Auto Loan Sale Convention 2019 – PC BHURBAN, Murree



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Essential Concepts
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BANK ALFALAH

Auto Loan Sale Convention 2019 – PC BHURBAN, Murree



Events & Exhibition

PTC – JPGL Event

Serena Business Complex – Islamabad, December 2015



Events & Exhibition



PTC – JPGL Event

Serena Business Complex – Islamabad, December 2015



Events & Exhibition



PTC – JPGL Event

Serena Business Complex – Islamabad, December 2015



Events & Exhibition



SUMMIT BANK

14th August, 2016 Event - Karachi



Events & Exhibition



SUMMIT BANK

14th August, 2016 Event - Karachi



Events & Exhibition



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MISHAL (Agahi Awards 2013)

Pak-China Friendship Center, Islamabad (March – 2013)



Events & Exhibition

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SHEILD – Retailer Event

Retail Event Management



Events & Exhibition



SHEILD – Retailer Event

Retail Event Management



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SHEILD – Retailer Event

Retail Event Management



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Essential Concepts
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Pakistan Tennis Federation

1st Aisam ul Haq Master Tennis Championship 2012



Events & Exhibition

Pakistan Tennis Federation

1st Aisam ul Haq Master Tennis Championship 2012



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WORKER WELFARE FOUNDATION

Convocation Center – Islamabad



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WORKER WELFARE FOUNDATION

Convocation Center – Islamabad



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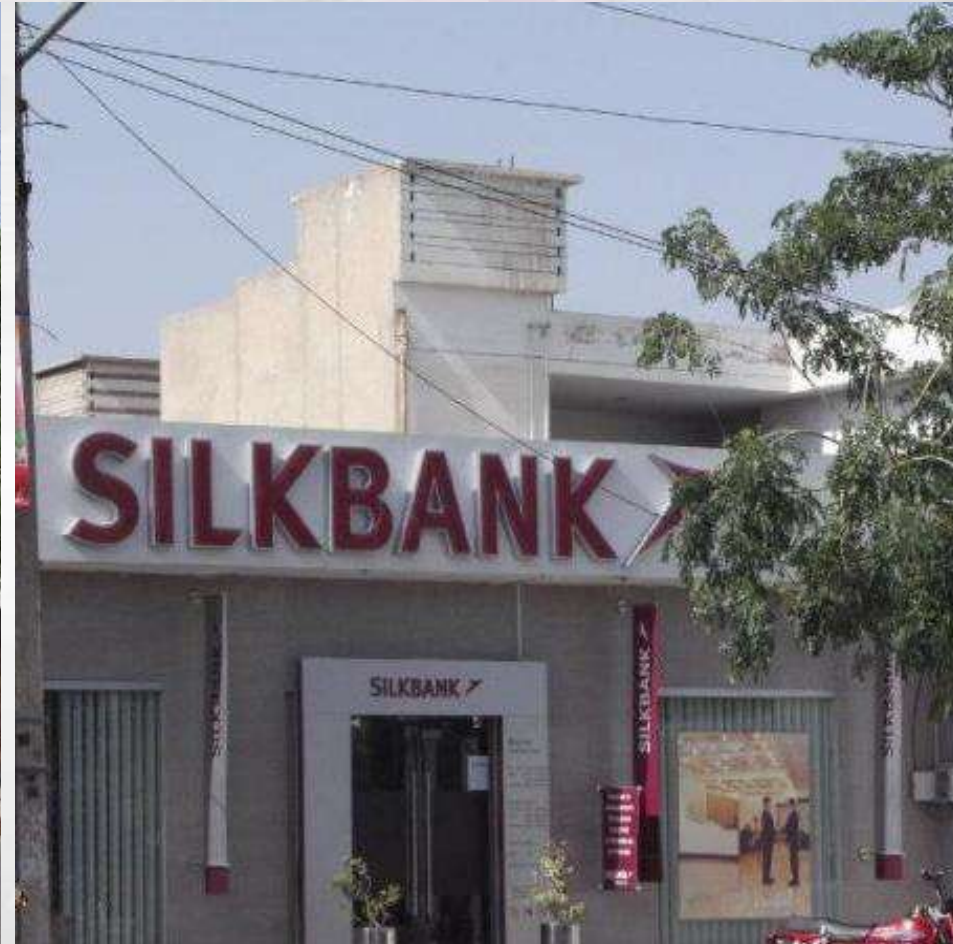
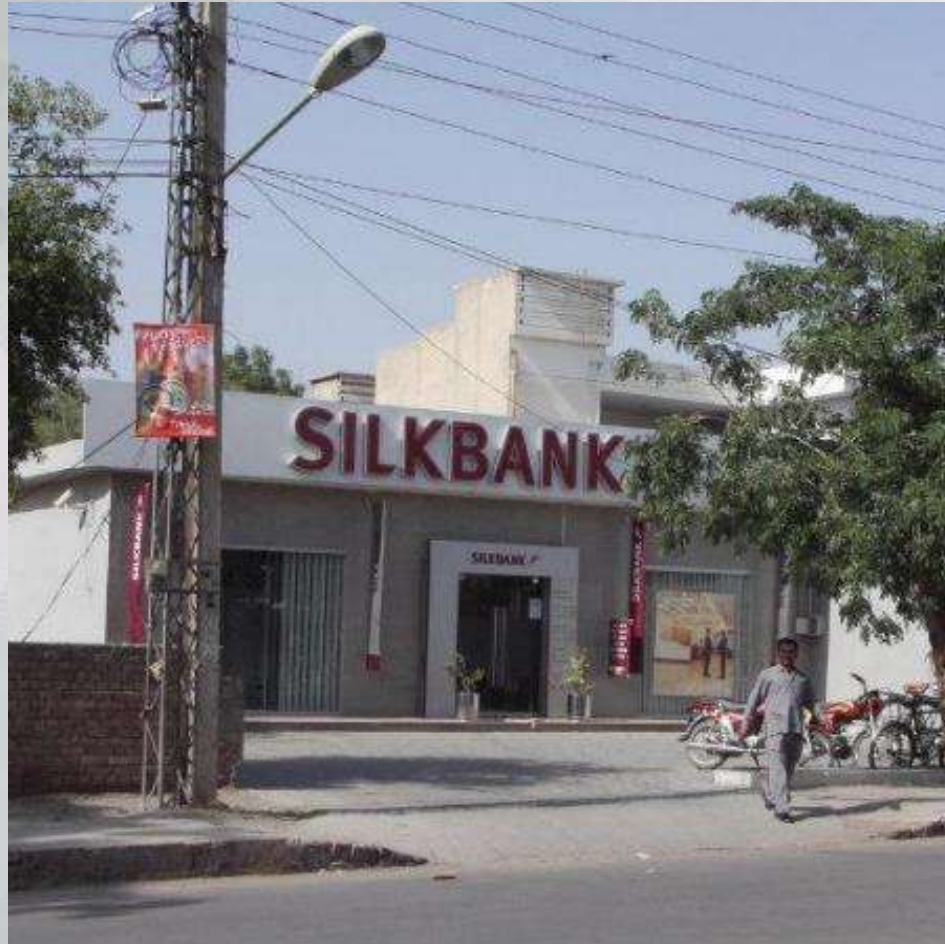
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Shop Branding Nationwide



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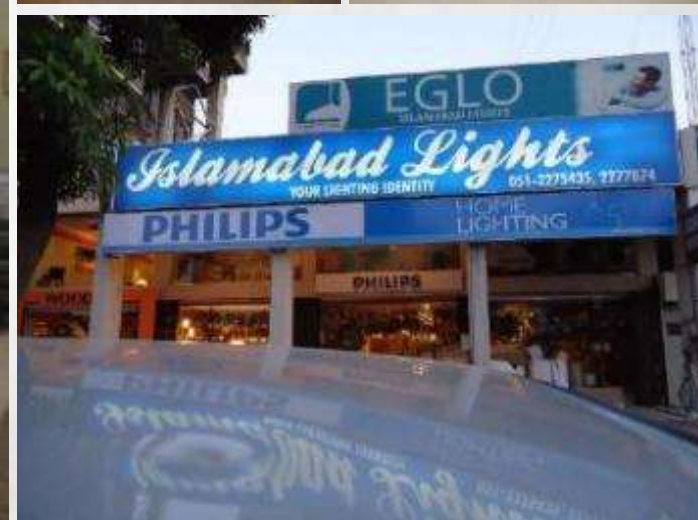
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Sarmayakari Markaz Branding Abbottabad CDC & Bank Branches Branding



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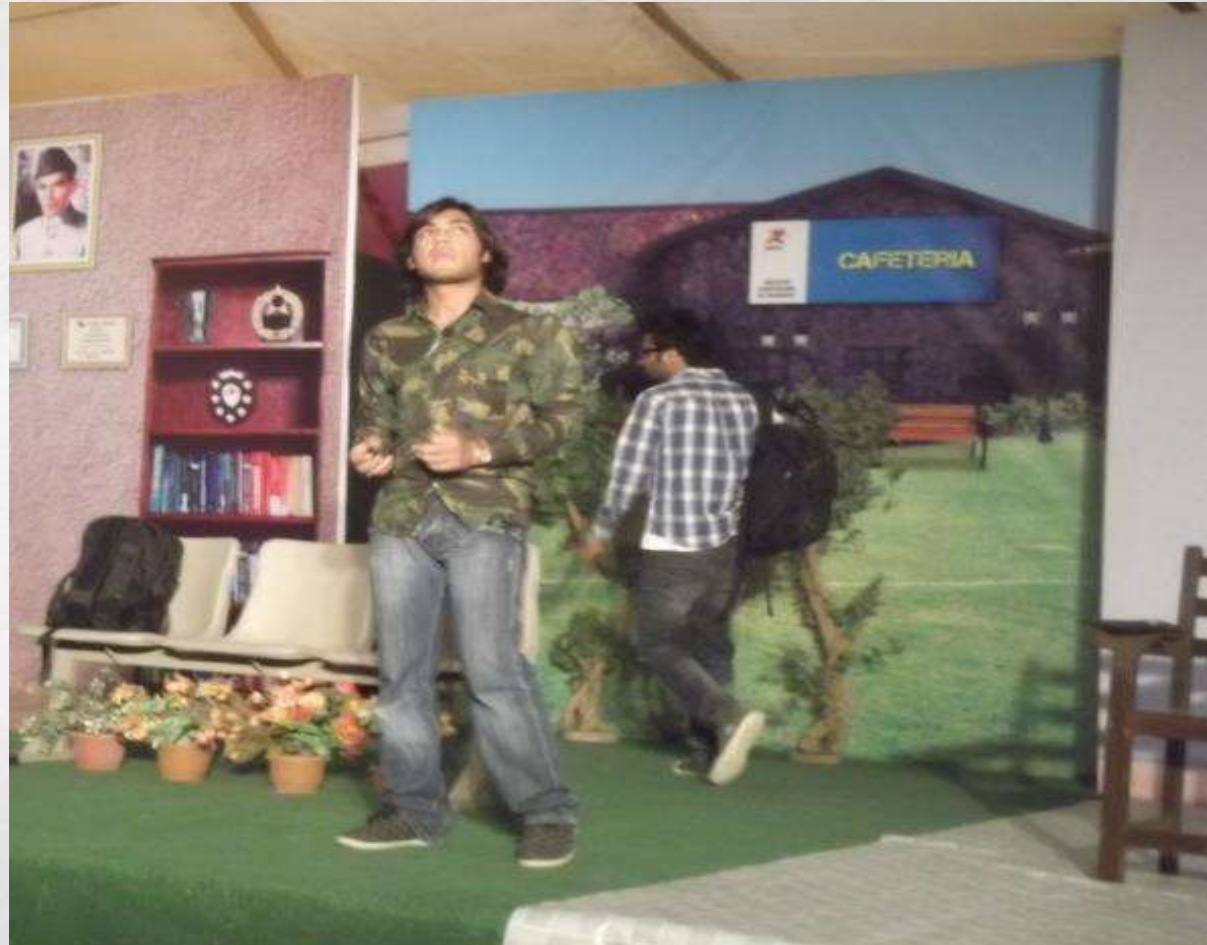
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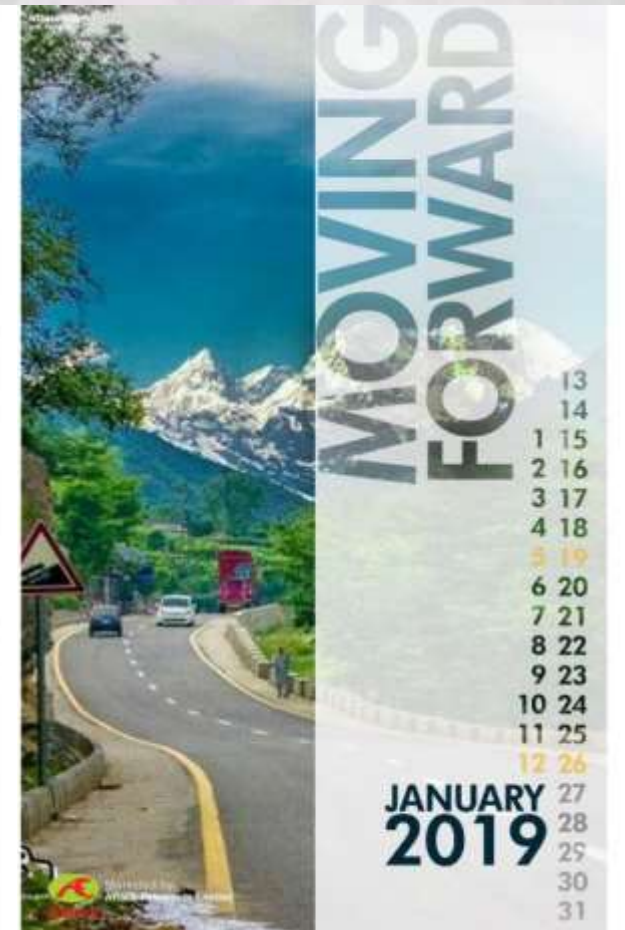
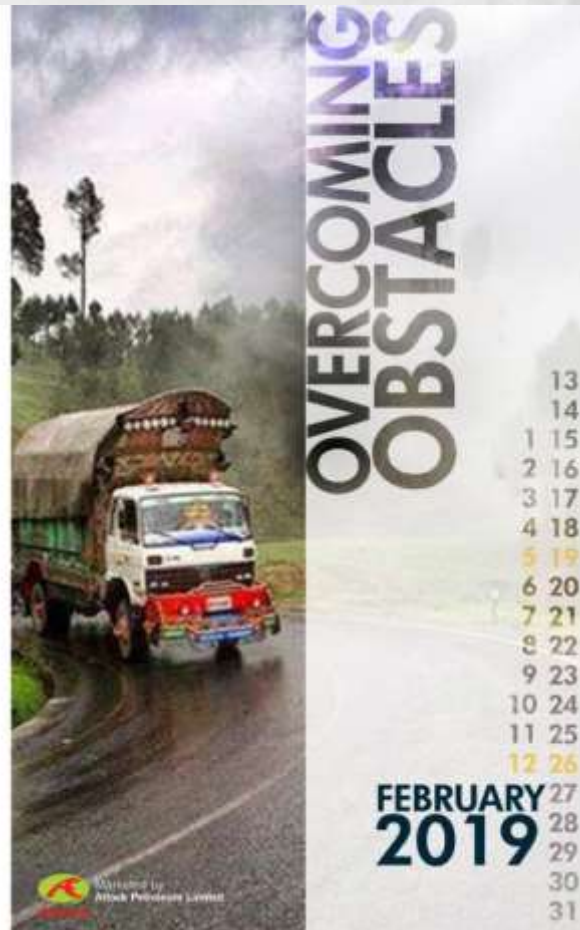


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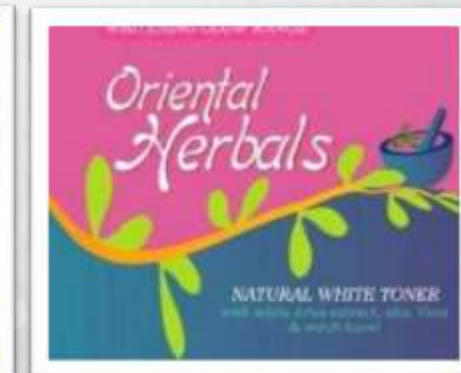
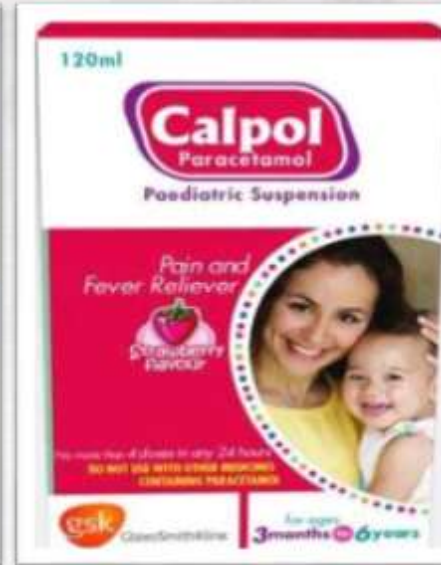
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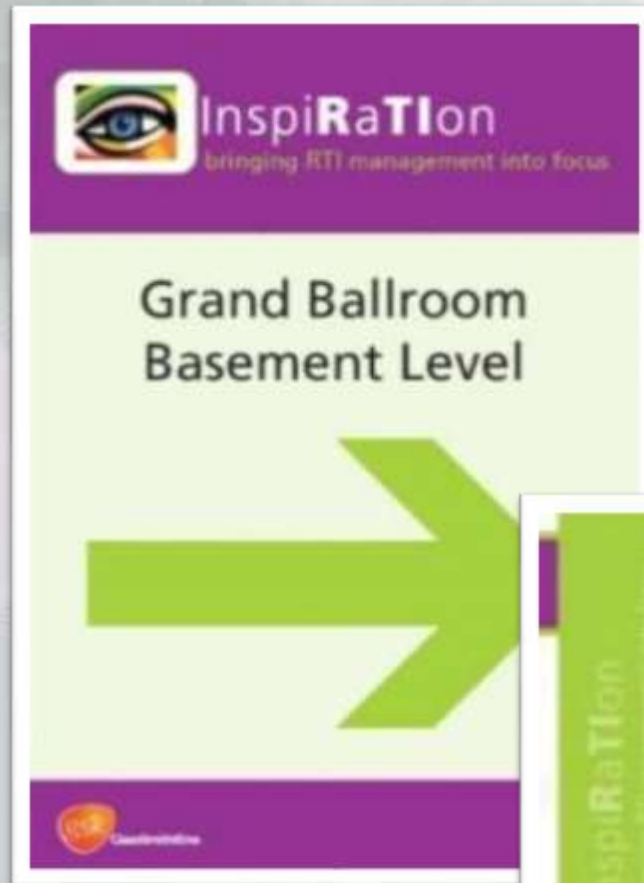
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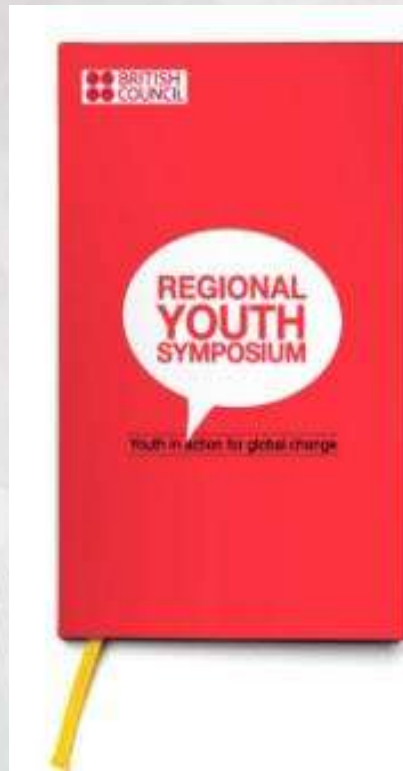
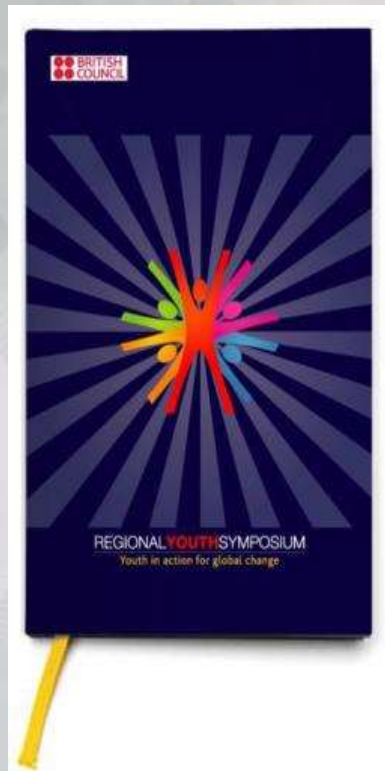
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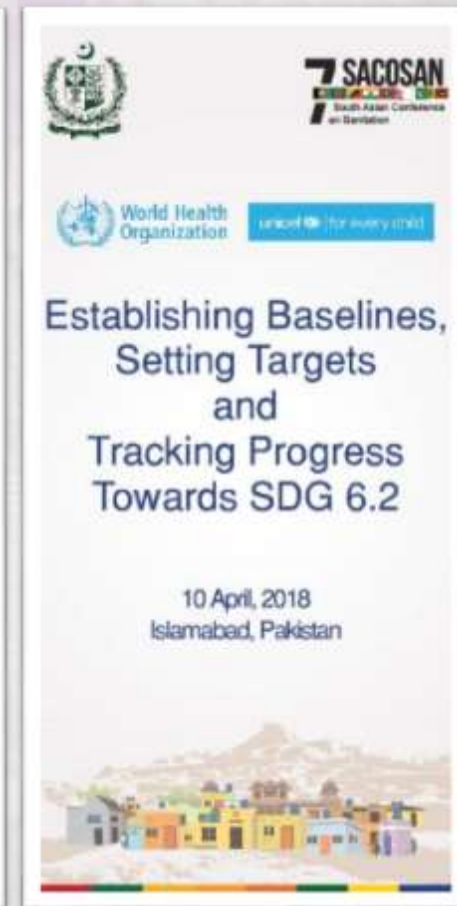
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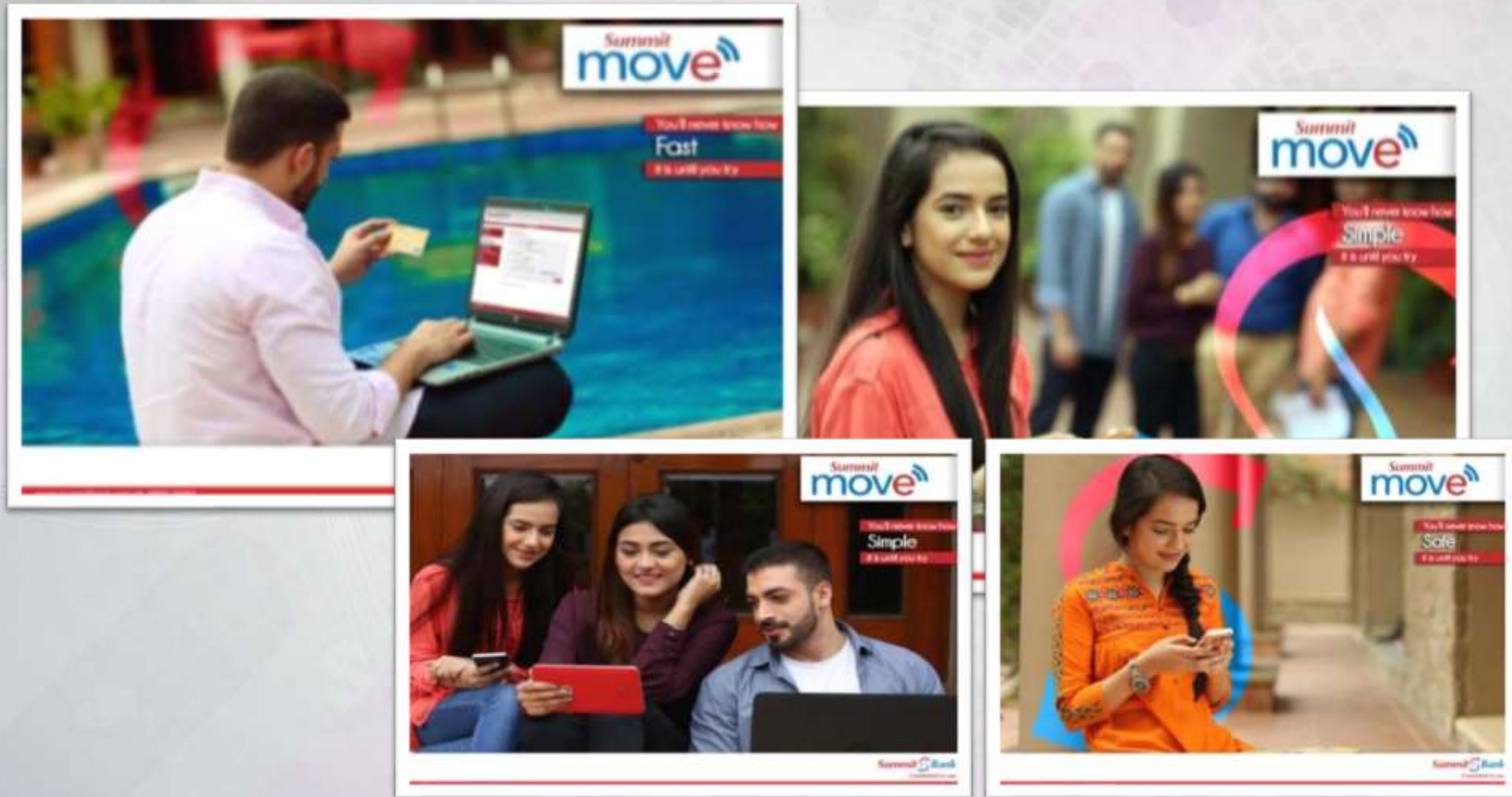
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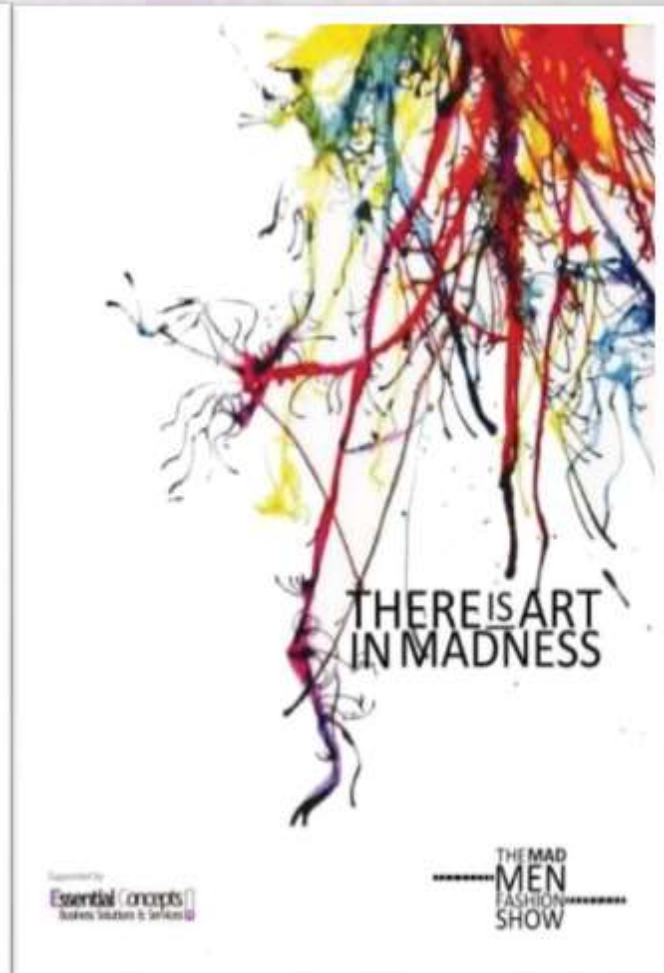
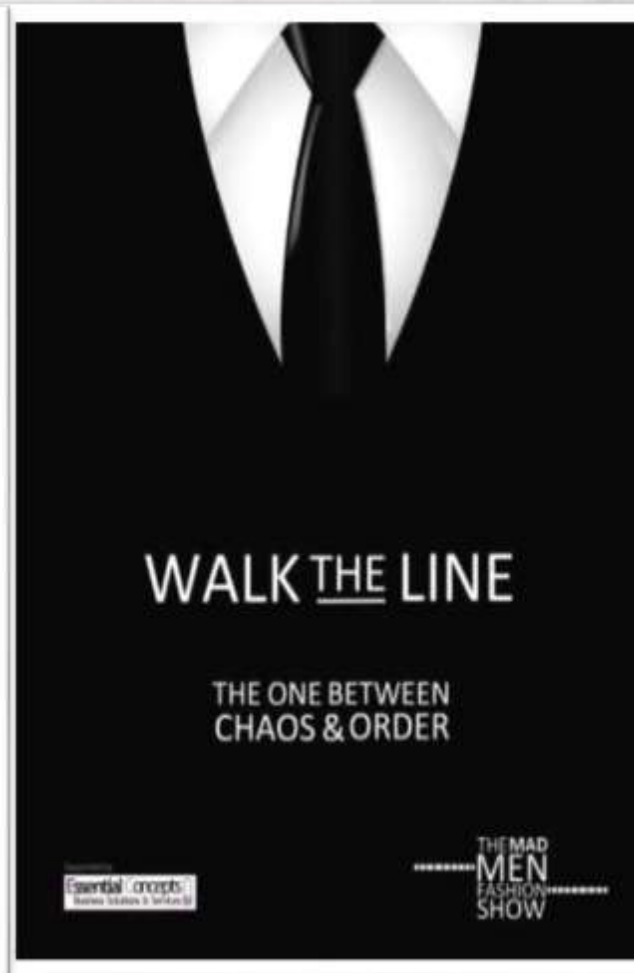
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