

7WIN360°

creative perspective forever



Inception

We Are Brand Architects

We Create Brands

We Build Businesses

We Establish Legacies



Inception

7WIN360 is formed to leverage its client a one window solution for all forms of their brands need from creating a brand identity to 360 advertising, social media advertising to state of the art Augmented Reality. 7WIN360 has defined and refined the art of advertising and marketing. Our knowledge of targeted advertising and intelligent strategies deliver cost effective marketing solutions. Whether our client is a blue chip company or a small business, every marketing campaign receives the same sterling attention and dedication on which we have built our reputation. We bring to the table a multidisciplinary mix of competencies—from marketing and business management to design thinking and unconventional communication.



What We Do

Using technology to our advantage, we build intelligent brand experiences for our clients.

What We Do

7WIN360 is a full-service design & marketing agency. We are comprised of experienced strategists, creatives, technologists, designers, marketers, storytellers, and inventors. And together we form a passionate collective dedicated to creating the most meaningful and effective solutions for progressive brands.

We consistently deliver results for our clients, by first gaining a deep understanding of their needs and target market, and then combining insight-driven strategy & ideation with the highest levels of execution.

Discover

We provide absolute
strategic counsel,
Inspired ingenuity &
Steadfast commitment
to excellence



Discover

Everything begins with a detailed research and discovery phase.

We analyze market trends, evaluate the competitive landscape and immerse ourselves in the client's brand.

Design

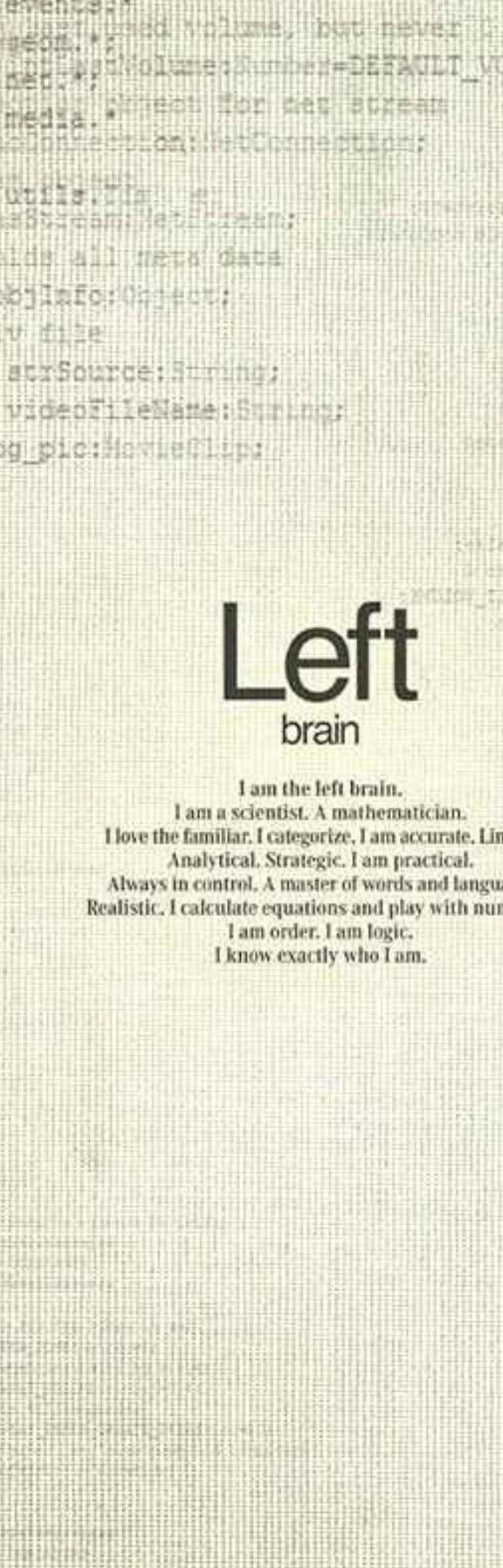
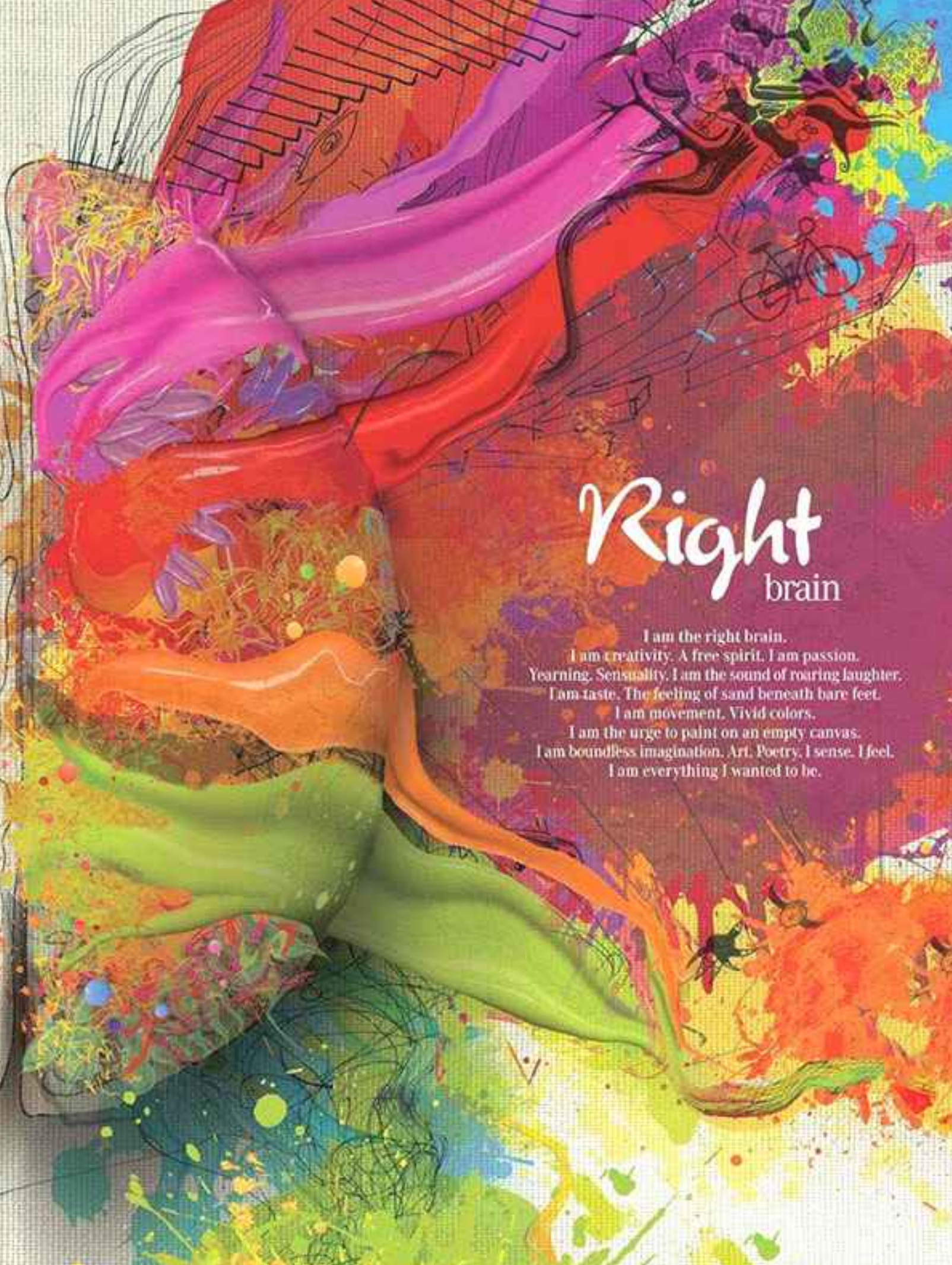
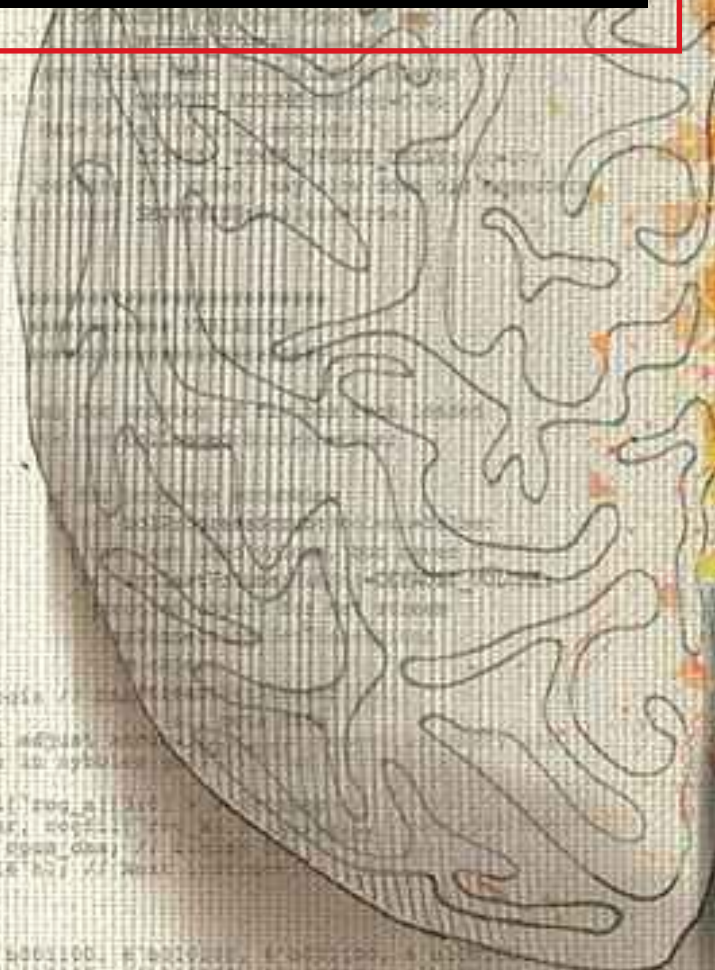
We grow brands through integrated strategies with skilled craftsmanship and technology feeding creativity.

Left brain

I am the left brain.
I am a scientist. A mathematician.
I love the familiar. I categorize, I am accurate. Linear.
Analytical. Strategic. I am practical.
Always in control. A master of words and language.
Realistic. I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.

Right brain

I am the right brain.
I am creativity. A free spirit. I am passion.
Yearning. Sensuality. I am the sound of roaring laughter.
I am taste. The feeling of sand beneath bare feet.
I am movement. Vivid colors.
I am the urge to paint on an empty canvas.
I am boundless imagination. Art. Poetry. I sense. I feel.
I am everything I wanted to be.



Design

Our approach to creative is structured yet organic. Finding the true essence of a brand allows us to communicate and visualize an emotive response. A delicate balance of form and function. Making Ideas Attract.



Execute

We utilize experience and engagement to create brand-centric conversation and storytelling, optimizing brand mind-share.

Execute

Time to turn creative concepts into response driven tactics. Using a variety of mediums, we engage consumers and embrace them where they live. Finding ways to increase brand awareness, build relationships and drive sales.

A close-up photograph of water droplets on a light blue surface. The droplets are arranged in two distinct patterns that resemble footprints, with a large, elongated droplet at the back and a series of smaller, circular droplets in front, suggesting a path or direction. The lighting is soft, creating gentle highlights and shadows on the droplets.

Analyze

We activate your brand amongst key audiences, communicating your brand message and broadening your brand reach.

Analyze

At the completion of each campaign, we spend time understanding the results. We look at the metrics, find key insights and implement adjustments to make informed marketing decisions on future brand initiatives.



Edge

We are Committed to
Making a Difference

Edge

How brands can connect with people's lifestyles and the environments they engage with is the edge of 7WIN360, be it through

Augmented Reality

OOH & Trade Marketing

Film & TV Productions

Digital Advertising

Augmented Reality

Combining the virtual
world with the real world



Augmented Reality

Think of 7WIN360 as one of the first full-service Augmented Reality agency in Pakistan. 7WIN360 is working with clients to develop ongoing Augmented Reality business solutions, delivering new revenue streams, new business models and new ways of engaging consumers through state of the art technology i.e. Augmented Reality..



OOH & Trade Marketing

Reach the right target
audience in the right
place at the right time

OOH & Trade Marketing

Out of home advertising is a medium which cannot be turned off, closed, missed or minimized. This is the medium to reach your consumers on the go. 7WIN360 is a leading outdoor advertising media planners and buyers. We work directly with clients and agencies, and will provide outstanding Out-of-Home planning, management and advertising campaigns. We deals with traditional and digital billboard advertising, interactive, mobile, diverse and roadside advertising. By working with all the independent and major media owners across the nation, 7WIN360 ensures that every client is provided with a customized outdoor advertising program and a fresh way to engage with audiences on the best formats available.

Film & Tv Production

Think beyond Light-
Camera- Action.

As the purpose is to
paint an action in the
most effective manner.



Film & TV Productions

We have robust internal capabilities in film & video production and 3D asset creation. Whether telling a brand story, elevating social awareness, Feature Films, TV commercials, Documentaries, Corporate Videos and Music Videos or sharing important messages, videos are among the best ways to communicate within the digital world. Moreover, 7win360 unparalleled access to the industries top writers, directors, producers, actors and musicians can potentially take any video initiative to new heights and enhance the production value and maximize the impact.

CONCEPT

STRATEGY

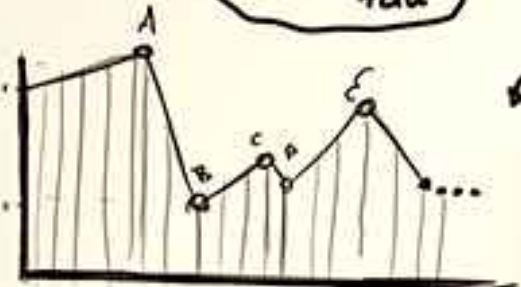
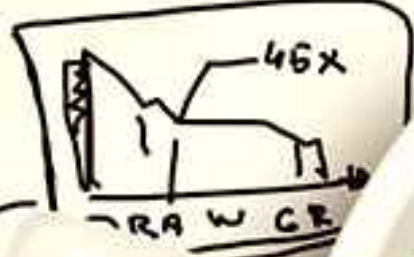
PLAN

HAVE

REALISATION

AND THEN...

6 month run



- A. 640.320.00
- B. 144.000.00
- C. 286.000.00
- D. 255.500.00
- E. 540.000.00

RIGHT NOW DOWN



LOADING TV SERVER



main

A. ASIA C. USA

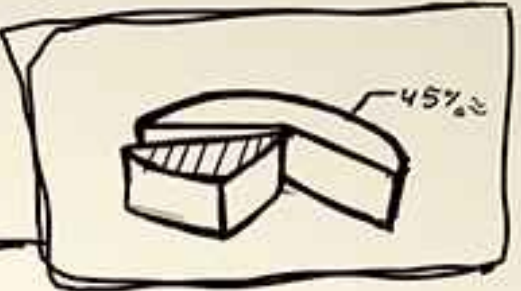


main idea

SALES NOT OVERTAKE

RECYCLING 45% IS SALE!

money recycling

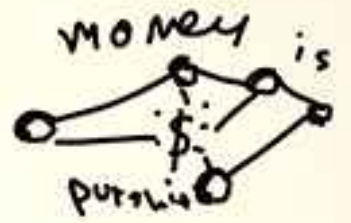


15% - ???

Business

MARKETING

A. B. C.



Digital Advertising

Target and engage with the audience in the right mindset, at the right time, via our many channels.

Other

- A. to serve
- B. to down
- C. to bill
- D. to top

Digital Advertising

We work closely with our clients, media teams, bloggers and publishers to create and execute impactful digital advertising campaigns that leave a long lasting impression on the target audience and drive results. Our focused teams have comprehensive knowledge of the digital advertising landscape and an unparalleled understanding of the technologies, ad spaces, publishers and methodologies used for creating innovative and effective digital ad campaigns.



The Team

The Magnetic Team is a fine assortment of strategists, designers, marketers, digital enthusiasts and all around brandsmiths.

The Team

Integrated Thinking is a collaborative model that amplifies ideation across the four pillars of communication: strategy, creative, innovation and media. Essentially, it's four-way thinking that creates disruptive ideas for advertising, content marketing, digital marketing and social media marketing in one agency and under one roof. We've been in the business of building brands for over ten years now, a testament to our unwavering passion for creating ideas that deliver wow!

The CEO

“If you can do it, I can
do it better...”



Mirza Arsalan Baig

Being the CEO of 7win360, Arsalan's diverse portfolio paved its way from Design to Marketing from Television Productions to Television Marketing. Arsalan has gained rich experience from two of the media world's largest industries, Advertising and Television, While working with country's top notch agencies and clients Arsalan has explored many ventures from visual design to documentary direction, television productions to event management and from client service manager to AVP Marketing for country's Largest Satellite Television Network ARY Digital.



The Strategist

“Strategy is often in the things you decide not to do...”

Surraya Jabeen

Believing that creativity and business go hand in hand, Surraya has started her carrier as design graduate from NCA in 1996. Surraya is well versed in Brand Strategy and Design, From an ART Director of TV Times Magazine to the Creative Head of Orient McCann Erikson, she has created leading brands for some of the country's leading companies and brings a unique perspective to any branding project. From FMCG to Banking, Service to Automotive Manufacturers, Surraya has a breadth of branding experience. Some of her credentials include Mobilink, PTCL, Pak Suzuki, Instaphone, MCB, PIA, and Candyland.

The Marketier

“Passionate to be
Challenge”



Mirza Fawad Baig

Fawad is well versed in Brand Marketing & Promotions. He has Promoted leading brands for most of the country's leading companies and brings a unique perspective to any branding project from Brand Launches, Research & Surveys, Relationship Programs, Interactive and new medium marketing and promotional activities. Fawad's management qualities and contacts with the media world has gained him broad experience across multiple business sectors.

Portfolio Showcase

Our broad media portfolio is designed to showcase your brand in the best way possible.



Served Clients

- " ARY Digital Network
- " Amir Adnan
- " Abbott Pakistan
- " The City School
- " Edenrobe
- " US-AIDS Programme
- " United Nation's World Food Programme
- " Marriotts Hotels
- " Merck Marker
- " Muslim Commercial Bank
- " National University Of Science and Technology
- " Pakistan Electronic Regulatory Authority
- " Pakistan Tourism Development Corporation
- " SME Bank
- " Samsung
- " OMV(Pakistan)

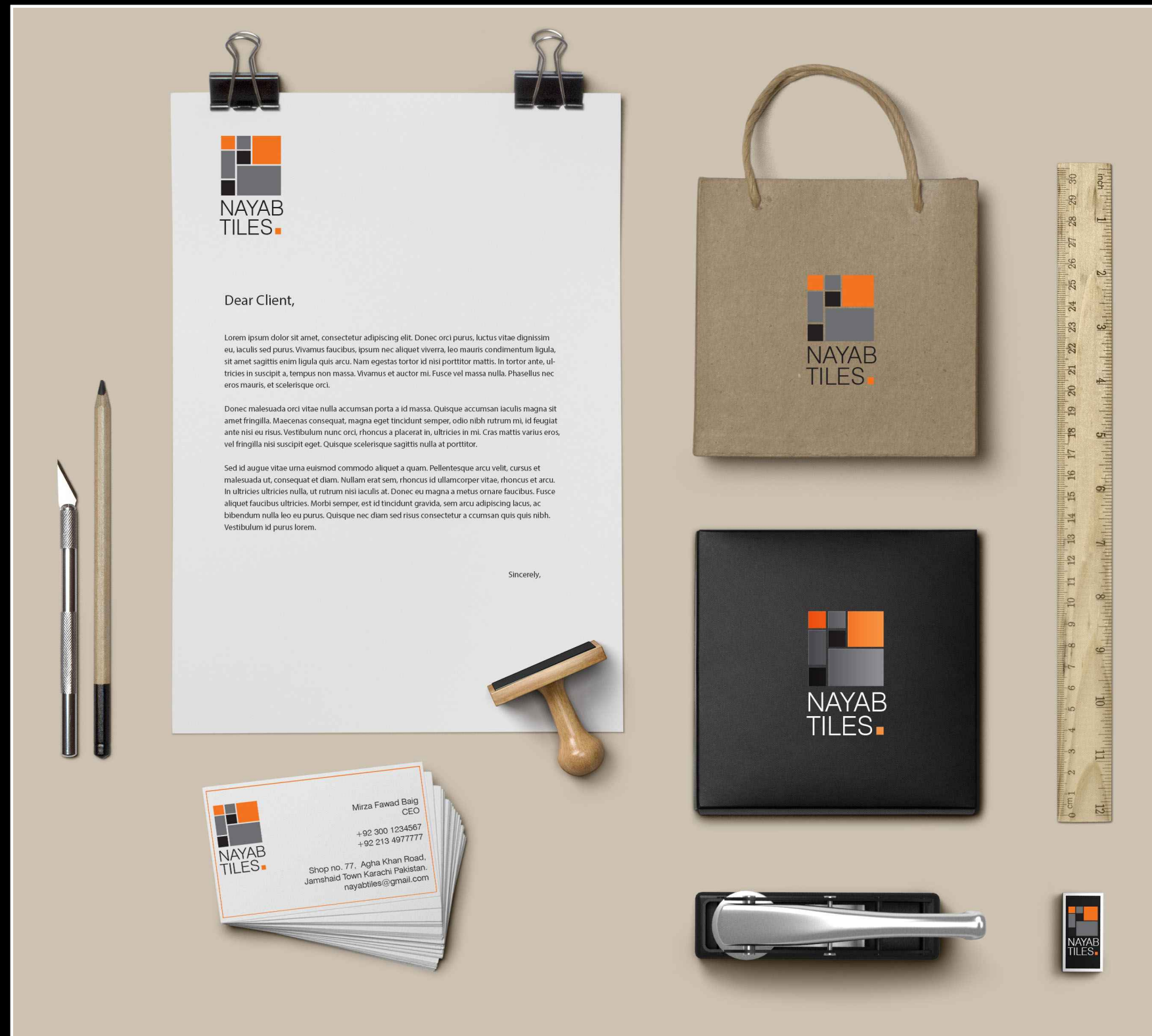
Served Clients

- " Orient Petroleum
- " Pakistan International Airline
- " PTCL
- " Pepsi Cola
- " Pearl Continental Hotels
- " Pfizer Pharmaceutical
- " Sparklet Drinking Water & Soda
- " Yummy Ice Cream
- " Global Pharmaceutical
- " GT Calling Card
- " Hilti International
- " HMG Enterprises
- " Board of Investment
- " Ministry of Health
- " Privatization Commission

Corporate Identity



Corporate Identity



OOH Campaign



OOH Campaign



Shop Fascia & Banners



Audio Visual

<http://vimeo.com/7win360>

[http://www.youtube.com/user/MrMirzaarsalanbaig?
feature=mhsn](http://www.youtube.com/user/MrMirzaarsalanbaig?feature=mhsn)

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