



giving brands
the power to go digital





creating excitement around the brand

mi digital integrates brands into lifestyles of consumers, no matter where they are, as we work towards driving brands forward through great content & ideas creating excitement on multiple platforms. that's how great brands are built and it's what we do best.





giving brands the power to go digital

we create brands that interact by powering them with amazing content based on the lifestyle and insights of our customers. we deliver on your objectives via a range of digital channels fully integrated across traditional and on-ground media which gets your customers talking and supercharge your business.





brand message delivered personally

keeping the brand & consumer connected
via smart, active and personalized
communication





digital marketing

digital marketing requires tapping into your customers' lifestyles. whether they're watching tv with a tablet on their lap, listening to music on the go or while travelling, playing mobile games during school, checking into an event or otherwise, it requires a deep understanding and a direct customer connection with an integrated approach towards building your brand into their life.



we offer



digital
strategy



digital media
buying &
planning



social media
services



search engine
optimization



experience
design

digital strategy

the way we think brings together all of the dimensions required to create real success in the digital world. by bringing together the insights uncovered through our past experience and research, we can help determine your strategic digital roadmap thus maximizing your return on investment, and provide the scope and foundations for future expansion.

whatever your objectives, we'll work with you to ensure your digital investment has the desired impact on customer acquisition, conversion and retention, whilst also meeting the exact needs of your business.

• **business intelligence** • **industry analysis** • **user research**



we offer



website
design
& content



application
development
web



application
development
mobile



managed
services



digital
out of home

internet adver & planning

our strategic planning expertise enables us to make the most of your budget. using a mixture of online publishers, vertical sites, and sophisticated user targeting, we can help you reach out to millions of your targeted customers whilst growing your brand.

our team integrates your online marketing strategies through our in-depth knowledge and extensive experience of the digital channel, to your campaigns letting us get your message in front of the right audience in the most effective way.

•display advertising •email marketing •pay per click



social media services

everyone including your mother is talking about and giving feedback & recommendations on products, services and everything else. we can help you be part of this conversation.

we can help generate conversations around your brand, which entertain, educate and delight customers causing that magical word of mouth to happen.

we can also help you connect to your consumer, to listen to them to find great insights, engage with them and then harness the magical power of connecting to one another and to you.

- social apps
- social media management
- smm strategy & campaign



search engine optimization

we will make sure that your brand is highly visible and that your audience finds you ahead of the competition. we believe in ethical seo, so instead of generating useless amounts of traffic from spamming every blog, forum and directory, we'll get you traffic that matters and gives you the type of customers you're looking for by producing relevant, regional and high quality content for your business.

make your business emerge on top and give your business the visibility and traffic it deserves.



experience design

fresh and exciting ideas that bring your brand to life - that is the philosophy that we bring to your table. whatever your digital objectives, we'll work with you to develop a creative experience that captures the true essence of your brand and enhances the way your customers respond and interact with your online channels - animation, video, illustration - the possibilities are endless.



application development - web

our solution architects and developers work in close collaboration to create a technical design that best fits our clients' needs. we can build applications of all types, implement detailed e-commerce solutions and much more. our professional services development team is there for your every need, be it content management solutions, web services, rich internet applications, databases or third party software integration.



application development - mobile

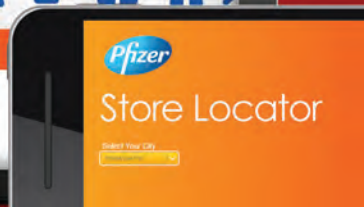
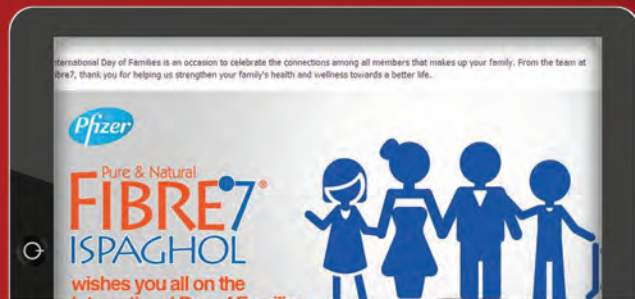
if your business is online, the chances are it needs to be accessible on the move too. we can help you connect with your target audience, increase your brand reach and deliver a seamless user experience for your mobile users. sms marketing, applications on android or ios, mobile cms or instore marketing, permission based marketing or couponing via sms, we can help you deliver specifically-tailored solutions through this exciting and ever-growing channel.





pfizer - fibre 7

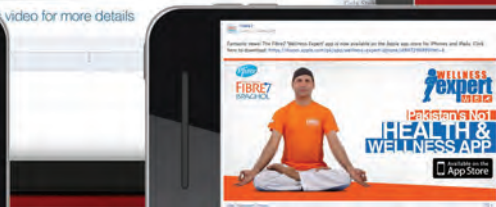
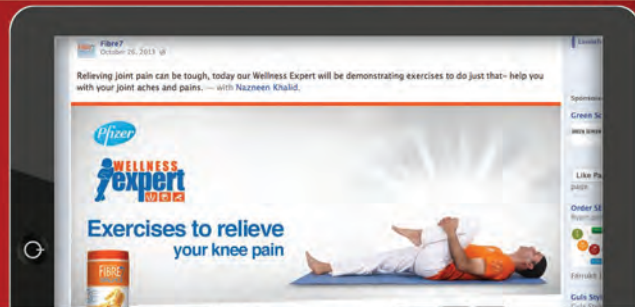
the objective is to promote the brand on the health and wellness platform in order to establish it in the market. various mix of medical as well as health related content has been created to engage the fan base.





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managed services

we don't just dabble in technology. it's been 'installed' in our dna. our solution architects, developers and our technology practice is among the largest of any agency's in pakistan. this is integral to our understanding of digital business, which lives and dies by the technology that enables it.

- **datacenter services**
- **support & maintenance**
- **content delivery network**





display advertising - international

we have a unique approach to display advertising founded on the intense knowledge of your customer's online journeys that we need to drive brilliant search and social media marketing anywhere in the world like we do for our international clients in 5 countries.





grs global - christmas campaign

in association with christmas, we launched 'merry possibilities' campaign where the objective was to promote certain products on discounted prices.





perry brokerage

real estate development company spun off their property management division and boosted retail and office leasing



digital out of home

why restrict yourself to devices when the world awaits digital? with our solutions, you can ensure that the digital touchpoints will attract a crowd and create excitement at your next event or activation. from interactive solutions that interact with your customers to brand based entertainment performances streamed to the world, we aim to break new ground and leave a lasting impression with every person that walks in to your world.

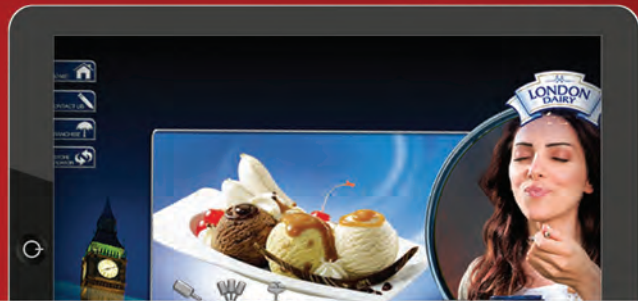
• digital posters • shopper marketing • 3d digital signage





my london dairy - corporate website

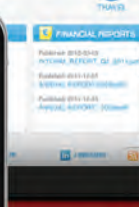
mylondondairy wanted a branded experience for their ice cream. we did the design, creative and development for their site.





mycab international

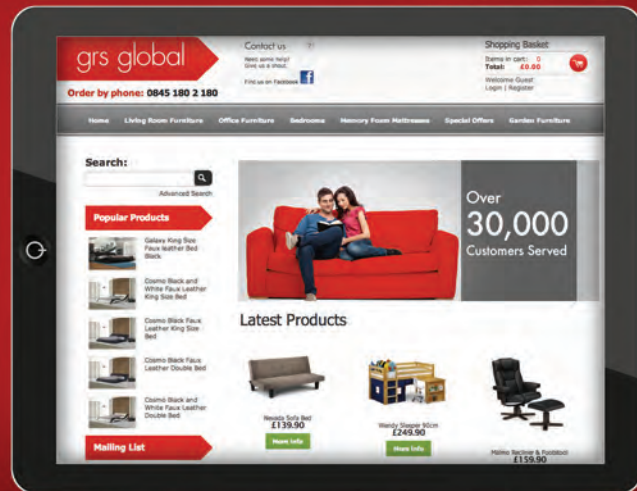
mycab is the brand of stockholm taxi, sweden, a \$2.2 billion company providing ground transportation services. we are their global agency, handling web and mobile development, media buying, email marketing & management, social media, analytics, maintenance and tier-1 customer support through email and chat in three languages.





grs global - ecommerce store

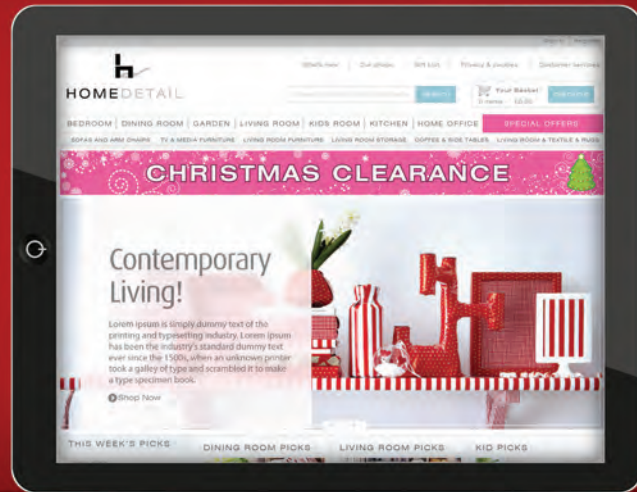
support, new content development & content management
services provided to our client in uk.





ecommerce store for uk - home detail

online stores must be functional, accessible and user-friendly for everyone that visits them and the best one has simplicity with a certain level of invention and plenty of style like we do for our clients across the world.





3m car care - daily product posts

we promote and manage the facebook page for the brands, through daily product posts, designing and posting cover photos, display pictures, highlights, associating with holidays / events and real-time events, as well as providing support for all contests incorporated by creating original content for and during the contest.



mcgarr service corp

leading service company changed their frontpage design and launched a internet advertising campaign







nh art association

the oldest art associations in american; reinvigorated their web presence with a new design and expanded features





durham landlord association

landlord association launched an unprecedented digital campaign, 'living in durham, nh' with huge success





mi productions worldwide network

we have been in operation for over 10 years and have grown to become a world class global production house.

we are in the business of pushing boundaries in the quest of finding the most perfect capture of visually interesting, beautiful imagery with the most interesting sound for our clients from both advertiser and agency side.

mi productions has offices and ventures around the world with presence in uk, thailand, pakistan, india and dubai and have served world's best brands.

mi productions services

due to our work with the best brands in the world, we add values in your production from crafting and honing the conceptualization and pre-production stage to scripting, beautiful casting, breath-taking locations, product shots that make your brand perfect or even post production which enables us to analyze what is best for each project

our production services range from television commercials, animations, branded entertainment, reality tv shows, music videos, drama production, mobisodes / webisodes and vfx production.





a world class production team

mi productions is proud to be associated with the best international film directors, director of photography and crew in the field of film production.

mi productions employs a cutting-edge team of highly skilled creative resources including art directors, vfx directors, fashion stylists, set designers, choreographer, musicians, singers, photographers, vfx and post-production team which helps us produce breathtaking work. with an ever growing list of world class clients, it is our team that lets us offer an unrivalled standard of service.

digital magic vfx house, bangkok, thailand

mi productions is now in partnership with digital magic effect house co., ltd. thailand which allows us to offer solid productions which make brands larger than life through world class visual effects, productions and animations for tv commercials & feature films.

global brands we work with:

lipton, nestle nesfruta, minute maid, unilever buavita juice, red bull, mcdonalds, wrigley's, dentyne, anchor drink, osotspa drink, nu green tea, good time cookie, merino ice cream, ntf telecom, zuari cement, lu prince, mayfair cafe, mayfair energi, mayfair fruit gala, mayfair smar2, hilal freshup, hilal khopra candy, roche accu chek performa, sandoz on, sandoz cac, diamond dolce vita, tara urea, golden pearl beauty cream and whitening soap, tapal ice tea, pure cooking oil, htc, bridgestone, suzuki, mazda, isuzu, yamaha, toyota, panasonic, ponds, neutrogena, & nivea.

