



Uptick Ventures

Strategy.

Creativity.

Tactics.

Welcome Message

ABOUT US

We Are Brand Architects. We Create Brands. We Build Businesses. We Establish Legacies.

We do what traditional advertising, marketing, public relations and digital agencies cannot; enhance brand resonance, catalyze brand engagement and optimize brand advocacy.

We are the point where insight meets execution and we bridge the divide between what a brand is now and what it could be in the future.

We are strategic. We are creative. We are tactical.

STRATEGY

CREATIVITY. TACTICS.



About Us

Uptick Philosophy

We foster brand preference by creating programs which engender brand curiosity, interest and inquiry.

We drive brand trial, experience, engagement and advocacy.

We believe in pull vs. push and adoption over incursion.

We translate brand mindshare into market share.

WHAT We Do.

We Build Brand Business by Creating Brand Passion.

We Catalyze Brand Engagement and Foster Brand Evangelism.

We Transform Brand Mind-Share into Brand Market-Share.

We evolve companies into businesses, businesses into brands, and brands into market leaders and legacies.

We provide consummate strategic counsel, inspired ingenuity and a steadfast commitment to excellence.

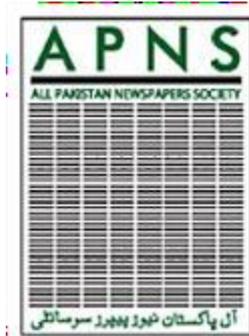
We forge dynamic and long-term partnerships with clients. We do whatever is necessary to make a consequential contribution to our client's businesses.



WHAT We Do.



UPTICK Accreditation



UPTICK Strategy

Strategy is the foundation of our approach. It's the lens we use to identify what your brand stands for, to whom it should speak, what it should say and where it should say it. Our Strategy platform is expressed through the following tenets:

Brand Connectivity: Identify business opportunities, core audiences, motivating factors, hero brand attributes and key channels of conversation for your brand.

Brand Engagement: Create and curate brand programming which interacts with your audiences in a unique and compelling way.

Brand Commercialization: Optimize existing channels for revenue growth, as well as design and synthesize new avenues that enhance your brand's value.

The logo for UPTICK Creativity features the word "UPTICK" in a bold, orange, sans-serif font, followed by "Creativity" in a white, sans-serif font. The text is set against a dark grey rectangular background with a thin orange vertical bar on the left side.

UPTICK Creativity

Creativity is the platform through which we achieve resonance and elevate brand conversations. It is the inspiration that connects and engages your audiences and communicates your brand messages.

Brand Storytelling: We create the stories that become folklore. The very stories that your audiences will want to share, and share often.

Brand Conversation: Only brands with inspired messengers will take hold on the farthest shores. We ignite conversations that get noticed and shared, while providing the tools necessary to amplify the message to build brand evangelism.

Brand Programming: We activate your brand amongst key audiences where they live, play and buy. We establish third-party endorsements and strategic partnerships that provide powerful allies in communicating your brand message and broadening your brand reach.

UPTICK Tactics

Tactics is the purest expression of strategy and creativity directed at your brand's target audiences. Leveraging our holistic model, in conjunction with our multi-platform programming, we provide solutions for your most critical challenges.

Execution may include any number of the following elements:

- Blogger Engagement
- Brand Asset Management
- Content Optimization
- Employee Communications
- E-newsletters
- Entertainment Marketing
- Event Management
- Event Marketing
- Influencer Engagement

- Leadership Positioning
- Media Audits & Profiling
- Media Relations
- Monitoring & Reporting
- News Bureau
- Product Placement
- Sentiment Analysis
- Social Media Activation
- Stealth & Guerilla Marketing

WHAT MAKES US DIFFERENT

***We Are Accountable. We Are Consequential.
We Are Committed To Making A Difference.***

We engender brand preference, passion and evangelism, rather than generic brand promotion, to break through the cacophony in the marketplace.

We foster brand preference by driving brand curiosity, interest and inquiry which serves to catalyze brand trial, experience, engagement and advocacy.

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

We transform brand mind-share into brand market-share by leveraging engagement and affinity to engender advocacy and recommendation.

What We Do

Our Services



BTL

Solution for all your Digital needs



ATL

We develop state of the art websites.



Photography

We have a studio and professional in-house Photographers.



PRINT

We help you out and take care of your digital marketing.



Media Production

We produce quality TVCs and Radio advertisements.



Copy Writing

Our content writer are always on for you..

Some of Our Clients



Audio Video
Solutions



HSK Productions
Private LTD.



Some of our Clients

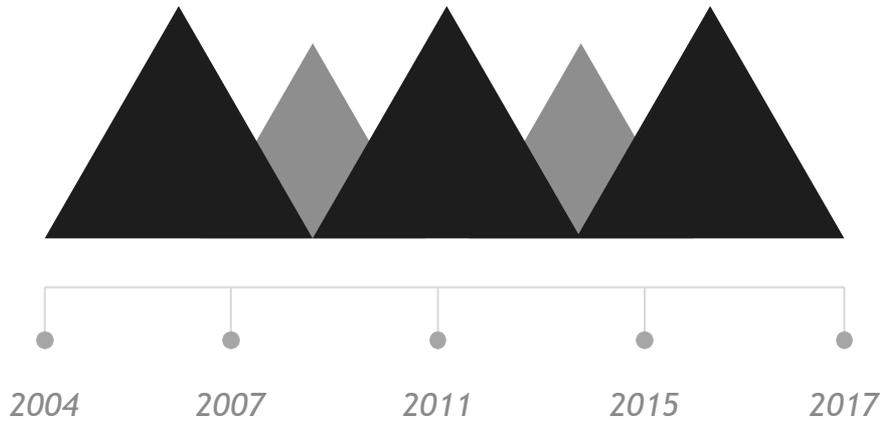


Some of our Clients



How We Grow

Our Journey



Uptick Ventures is a growing agency day by day, we formulated and transformed our expertise time to time according to market needs and trends and we take responsibility for taking our clients stand out in the crowd.

Why Choose Us

Our Dedication



High Quality

We have a team of creative designers and seasoned professionals.



Fast and Responsive

Our client services play a keyrole in order to delivery fast.



Client Satisfaction Guarantee

We offer unlimited revisions till the time we achieve the requirment.

Our Team

WORKFORCE

Client Services

Ali Qalab Baladi
(Senior Client Service Executive)

Saif-ur-Rehman
(Client Service Officer)

Ahsan Khan
(Assistant Client Service Officer)

Media

M. Faizan Khetani
(Media Manager)

Dilnawaz
(Assistant Media Manager)

Ali Abid Hussain
(Media Executive)

Creative

Bilal A Siddiqui
(Creative Head)

Waleed Ali
(Motion Graphic Designer)

Syed Zain Abbas
(Graphic Designer)

Accounts

Waseem Qureshi
(Chief Accountant)

Bachal Burrirro
(Billing Officer)

Mujeeb Chandio
(Billing Officer)

UPTICK VENTURES

Audio-Visual Facility

Uptick ventures has a fully equipt in-house audio video facility where the creative directors are busy in converting their ideas from sketch book to stunning TV and radio productions



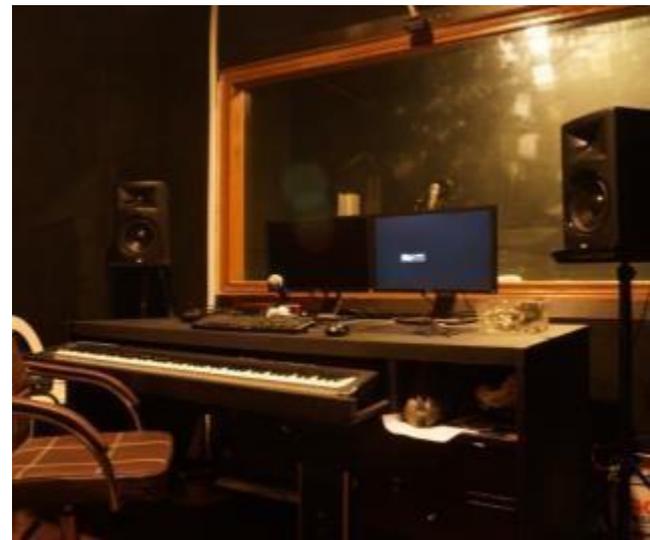
Ahan Travels & Tours.

Ahan Travels & Tours are also one of Uptick Venture's client. Uptick Ventures has done their website and Print campaign.



HSK Studio

Uptick ventures has produced some videos and published the social media campaigns for HSK Studio Pvt Ltd.



Portfolio

ICON NETWORK

Uptick ventures has arranged 2 mega event name ICON OF THE NATION, for iCON Networks.



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Ahan Travels & Tours are also one of Uptick Venture's client. Uptick Ventures has done their website and Print campaign.

The Foundation Promotes
Nationalism as well as
Young **talented**
Interpreneurs...



HSK Studio

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info@ahantravels.com.pk

Portfolio

Women

Development Sindh

Uptick ventures has proposed women development department government of sindh for World Women Day campaign.



Workers Welfare

Funds

WWFB is a subsidiary of labour department sindh, we are involve in creating all the Press Ads and TV commercials.

سندھ کی ہر عورت۔ قابل عزت!

ماں، بہن، بیٹی اور بیوی کے ہر روپ میں عورت رحمت، لہذا اُسے اس کا ہر جائز حق اور احترام دیجیے کیونکہ سندھ کی ترقی و خوشحالی میں صوبے کی خواتین برابر کی شریک ہیں!



Health Department Sindh

Uptick ventures has proposed Health department government of sindh for print and TV campaigns.

دوروں کا عالمی دن 2017ء

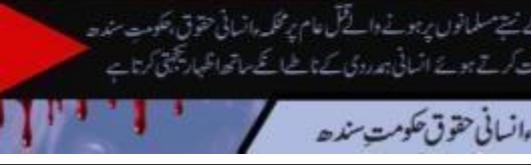
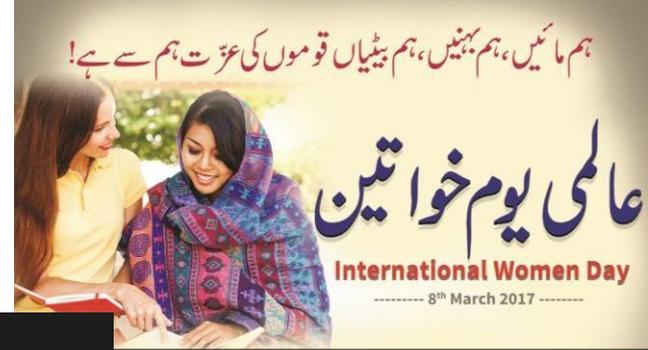
Distribution of Welfare Grants by Workers Welfare Board Sindh



Imparted by Government Board Sindh
Government of Sindh



خواتین کے حقوق کیلئے کوشاں۔ محکمہ ترقی نسواں حکومت سندھ



Portfolio

Our Client's Work and
Proposed Press Ads

دُنیا معترف ہے کہ معاشرہ کو عزت اور وقار صنف نازک کے وجود نے ہی
عالمی یوم خواتین کے موقع پر ہم سندھ کی ہر عورت کو سلام پیش کرتے ہیں

محکمہ ترقی نسواں - حکومت سندھ

عالمی یوم خواتین پر عورت کے تشخص کو پہچانیں



ماں کی آغوش، بیوی کی وفا، بہن کا پیار اور بیٹی کے لاڈ نے زندگی کو ہر شے کا کھن بھنسا ہے!

محکمہ انسانی حقوق حکومت سندھ



8TH March is the revival for every women of to remember that her innate "Spirit" cannot be quenched with oppression and is stronger than even-death-itself.

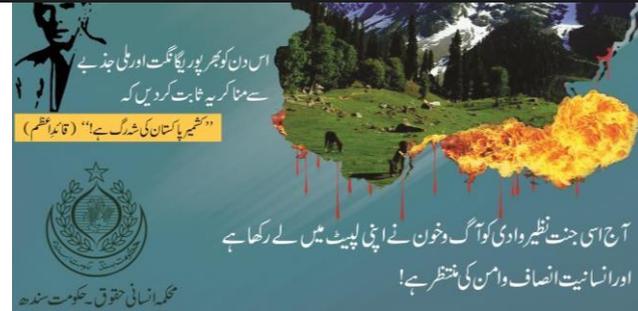
Her equanimity is her true power devoid of time & space.



Women's Day
CELEBRATION - 8 MARCH 2016



WOMEN DEVELOPMENT DEPARTMENT
GOVT OF SINDH





Women Development

Government of Sindh

Uptick venture has proposed women development department several times and the feedback was awesome.

Cordially invited to attend

SEMINAR

On the Role Of Working Women In Economy

Ms Iram Khalid
Special Assistant to Chief Minister Sindh
Will Be the Chief Guest.

On 22nd December 2016 at 10:30 to 13:00 hours

Venue:
National Museum

R.S.V.P: Directorate of Women Development.

8 MARCH WOMEN'S DAY 2017

GUARANTEES SKILLFUL SINDH

Women Development Department is striving for better future and literacy of women in Sindh.

The department aims that every women of Sindh dispose with adornment of education that guarantees the prosperity of Country and Nation.

عالمی یوم خواتین پر عورتوں کے تعلق سے گفتگو اور مباحثہ

8 MARCH 2017

عالمی یوم خواتین

ہماری آرزو ہے کہ ہر عورت کو تعلیم اور ترقی کے مواقع فراہم کیے جائیں۔

محمد رفیق انصاری حکومت سندھ

INTERNATIONAL HUMAN RIGHTS DAY
DECEMBER 10

ماؤں کا دن

ہماری سب سے بڑی نعمت اور سب سے بڑی ذمہ داری ہے۔

ہماری سب سے بڑی نعمت اور سب سے بڑی ذمہ داری ہے۔

ہماری سب سے بڑی نعمت اور سب سے بڑی ذمہ داری ہے۔

محمد رفیق انصاری حکومت سندھ

CORPORATE VIDEOS



Your One Stop Audio-Visual Production Facility

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 /HSKSTUDIO

www.hsk-productions.com

7th Floor Azam Plaza Main Shaheed-e-Sanaul Qasbiya FSC Building,
Phonax 0301-2970097
Email: hskasidontoksal@gmail.com

HSK Production

Government of Sindh

HSK Productions is a state of art production facility and service, Uptick ventures has developed their official website and social media campaigns.





AHAN
TRAVELS & TOURS
LET'S EXPLORE

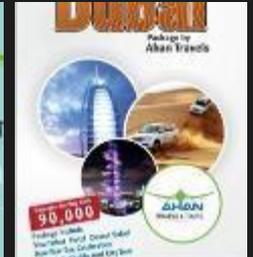


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www.ahantravels.com.pk
info@ahantravels.com.pk

AHAN Travels & Tours

Travel Agency Private Sector

AHAN Travels & Tours is a Lahore based tour agency and has a faith on Uptick ventures as we initial done the websote for them and now we are running their digital campaigns.



2nd Awards Distribution Ceremony 2017



ICON NETWORK

Icon of the Nation Awards (BTL)

Uptick Ventures, has developed icon group's website, social media campaign, print campaign, event management and coverage. Icon network is also using Uptick ventures as PR agency in order to spread the words for good causes.

ICON OF THE NATION

3rd
2018
AWARDS





حق سب کے لئے۔۔۔
Rights For All!

WORKERS WELFARE BOARD SINDH

EDUCATIONAL GRANTS & Scholarships



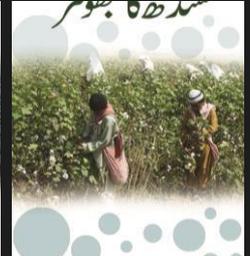
مفت تعلیم سب کے لئے
Workers Welfare Board Sindh



Workers Welfare Board

Government of Sindh

Worker's Welfare Board is a subsidiary of Labour Department of Sindh, Uptick venture has done their documentary, TVC, Press, and radio campaigns.



A project of **GOLD STONE** CONSTRUCTION PVT LTD

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Driving revenues-lowering costs

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Nature
For a Better Energy Source

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saverasolution@gmail.com | Savera Energy Solution | 0300-1589860 | saveraenergy.pk

Three Major Social Media Projects

- 1- Gold Stone Construction Pvt Ltd
- 2- Savera Enterprises
- 3- Savera Energy Solutions

SAVERA ENERGY SOLUTIONS
Driving revenues-lowering costs

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Meezab
MARKETING

A project of **GOLD STONE** CONSTRUCTION PVT LTD

Major Projects Report

Project: Gold Stone Construction Pvt Ltd

Platform: Facebook & YouTube

Targeted Cities: Islamabad, Lahore,
Rawalpindi, Peshawar

Total Facebook Impression: 2b+

Total YouTube Impression: 3.5b+

Facebook CPM: 70 Rupees

YouTube CPM: 100 Rupees

Project: Savera Enterprises

Platform: Facebook

Targeted Cities: Karachi

Total Facebook Impression: 5m+

Facebook CPM: 85 Rupees

Project: Savera Soloar Solutions

Platform: Facebook

Targeted Cities: Karachi

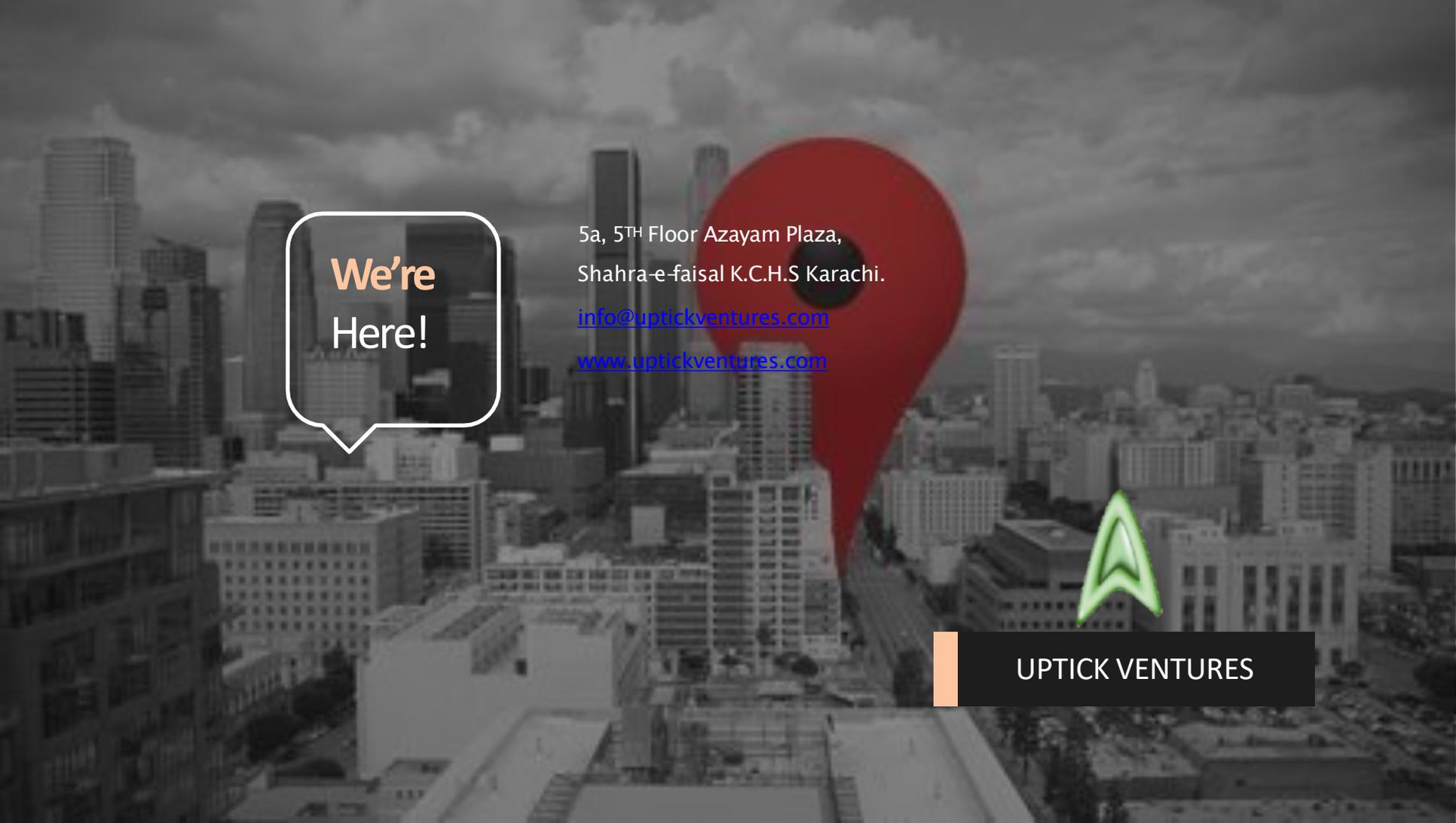
Total Facebook Impression: 2.5m+

Facebook CPM: 100 Rupees



Our Headquarter

We are situated at the heart of the city. We welcome all our client's at our place.



**We're
Here!**

5a, 5TH Floor Azayam Plaza,
Shahra-e-faisal K.C.H.S Karachi.

info@uptickventures.com

www.uptickventures.com

UPTICK VENTURES

Thank You
For
Watching!



UPTICK VENTURES