



COMPANY PROFILE



A vertical photograph on the left side of the page shows a person wearing a red long-sleeved shirt. They are sitting at a desk, and their hands are visible as they type on a laptop keyboard. The background is bright and out of focus, suggesting an indoor setting with natural light.

WE ARE YOUR **BRAND**SITTERS

We brandsit for you,
so you can focus on your profits!

Taking an inspiration from a babysitting concept, we have come up with a terminology of brand-sitting, where we take 360° care of your brand to ensure a perfect online and offline presence.

WHAT WE DO

Events & Activation (DTC)

BA Program
Modern Trade Activation
Mall Activation
Cluster Activation
Door to Door Activation
Expo Programs
Sales Conferences
Corporate Events

Trade Marketing

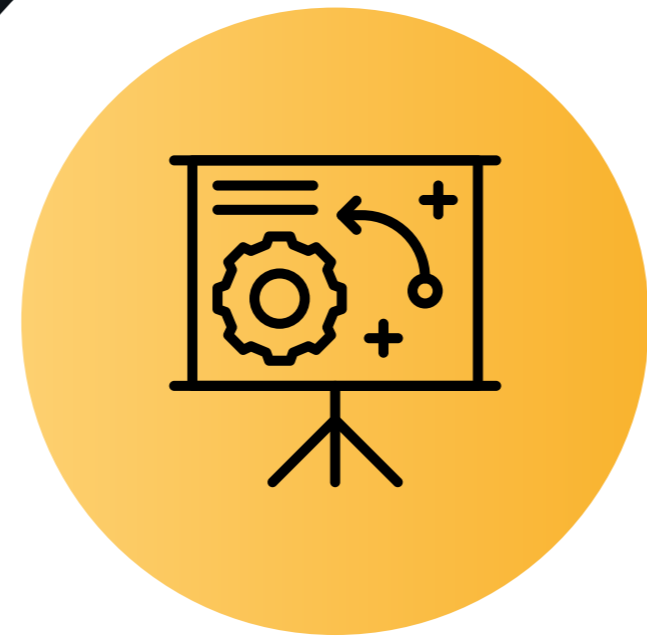
Campaign Changeovers
POSM Designing & Deployment
Digital Solutions
KV Adaptations

Alternate Media

Cinema Advertisement
Cinema Activation
Video Editing & Adaptation



HOW WE DO IT?



STRATEGIC VISUALIZATION & CREATIVITY

We do not just give design & creative solutions, but to strategize them to tailor the design rightly fit as per the brand's brief.



30% FASTER DELIVERIES

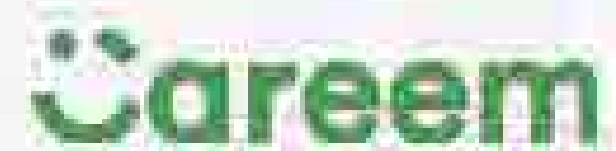
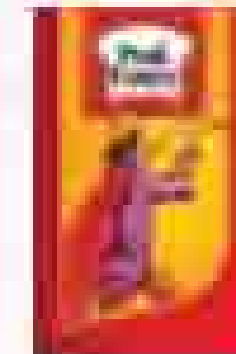
With our fast-paced team, we manage to deliver 30% faster than our competition.



PARTNERSHIP APPROACH

Using multivariate analysis, Agency Co. was able to increase conversion rate on Alpha Company Inc's key landing pages from 5% to 13%.

OUR CLIENTS





WHAT WE HAVE DONE

-  www.facebook.com/miraclusinc
-  www.instagram.com/miraclus.co
-  www.linkedin.com/company/miraclusinc



WHY US?

We have been known to always come up with disruptive marketing solutions.

New ways, avenues and techniques are always important for companies to **STAND OUT!** and we understand that.



CINEMA ADVERTISEMENT

In 2012, for the very first time on Pakistan, we introduced the idea of CINEMA ADVERTISEMENT (on screen & off screen) . We partnered with Pakistan's biggest cinema.

We did number of activations with several clients including **Lipton, Lifebuoy, Knorr, English Biscuit & Continental Biscuit.**

DIGITAL SAMPLING

We defied the concept of conventional sampling for the industry and came up with the concept of doing sampling via **e-commerce channels**. This idea did not only cut the company's cost up to 2X but brought in massive targetted reach & better transparency.

We did the sampling for **TRESemme, Sunsilk, Ponds, Lifebuoy & Lux** with various market leading **fashion brands**.

STRATEGIC PARTNERSHIPS

It is always beneficial for companies to partner up with each other to leverage strategic partnership. We, as Miraclus, has ideated and executed multiple partnerships that resulted in excellent reach and savings for both the companies. Few of the partnerships are;

Surf Excel X Pakistan Eletronics

Khadi X TRESemme

Lifebuoy X Dolmen City Mall

Pakistan Electronics X KFC

CHANNEL DEVELOPMENT

One of the biggest challenges for companies is to unlock new vertical for their business. We have been lucky enough to ideate and unlock several channels for multiple clients. These new channels have bought **incremental volume & trial-via-sales** for their products. Examples include;

TRESemme Salon Channel
Lifebuoy Hospital Program
PEL Whatsaap Store

POST KV ADAPTATIONS

Our LATEST & MOST DISRUPTIVE solution is Post KV Adaptations. It is a major pain for companies to bare exorbitant adaptation charges for their Creative Advertisement & TVC/DVC. We claim to do this is fixed retainer cost which is **40% lesser** than market average & we ensure **2X Delivery Speed!**

This solution is specially designed for UAE & UK market.

This is getting phenomenal results and YOU can avail this as well!

THANK YOU

LETS CONNECT

SEND YOUR QUERIES @

M +44 7459 336314

M +971 50 826 9350

E salman@miraclus.co

W www.miraclus.co



MIRACLUS_{INC.}