



A Name of Excellence



Being an Advertisement agency, the goal is of managing memorable services and help clients to effectively promote their messages. With years of collective working experience in media and advertising industries, events, PR management, project management, we set to design services for our clients that help them achieve their targets best.

We believe that a perfect campaign/ product is a result of creative minds, flawless planning, well negotiated deals, perfect logistics and professionalism.

We believe that every client is unique, so every concept is original and tailor- made to fit that client.

We believe in providing you what you would expect of us.

We believe in Excellence.

We believe in making the full marketing spectrum come alive.

Awesomeness is here

Our story

Ad World pvt ltd was founded by C.E.O, Chaudhary Akram in Rawalpindi in 2000. The business grew quickly and gained a strong reputation throughout Pakistan for creating and professionally managing innovative and impactful Ad Campaigns that impressed both clients and viewers alike.

Over a decade later, Ad World pvt ltd comprises a talented and diversely skilled team of full-time Media Managers, Event Managers and Creative Managers and is regarded as one of Pakistan's most respected and reliable advertisement companies, producing a wide range of campaigns for businesses and organizations in the corporate and government sectors.



Our Work Strategy

Figuring out the best way to bring our clients and their audiences together, to create genuine bonds and lasting loyalty, is an Ad World specialty. We believe in the “keep it simple” approach. We start at the beginning and take the time to listen and understand your brief, your brand and your goals. We will work with you to design, manage and deliver modern and meaningful communication strategies, which are tailor-made to achieve your key objectives.

We Listen!

First, we listen. We will understand your brand profile and who your target audience is. We will benchmark and analyze your competitors. We will uncover a true picture of your intentions. Our aim is to go on a journey of discovery with you so we can tailor a strategy that will drive success.

We Create!

We will generate ideas, develop and discuss them with your requirements in mind. We will consider all the modern and innovative solutions the world has to offer. Together, we will decide what will work best within the parameters of your time frame and your budget.

We Plan!

We will present a detailed and illustrated proposal with a fully itemized budget. Our service includes managing all third party supplier contracts and invoices from initial deposits through to final settlements. We minimize and streamline your administration.

We Deliver!

We deliver the plan. We set agreed project milestones. We operate to best practice standards and deliver quality products and services. We ensure efficient, effective resource allocation. We action checks and balances throughout the project life cycle. We report back to you on a regular basis, until delivery is successfully complete.

We Evaluate!

We debrief together. A post project review, including a written report, enables us all to assess and evaluate. It's important to identify key learnings, project successes, and future opportunities for improvement. We will also evaluate financial success. This phase of work is the foundation stone for future projects.



Clear vision, worldwide experience, outstanding business networks and excellent management skills are integral to our service for you•

Ad World is a creative production and incentive destination management company offering complete services. Ad World has the reputation, creativity, diverse skill set and attention to details to ensure the success of your product. Relationships are paramount at Ad World; we work collaboratively with all our clients to achieve their measurable business objectives.

What Makes us Different?

We're founded in high-end live media production underpinned with brand-focused strategic thinking. Audience experience is at the center of what we do. We understand how to attract attention, capture the imagination and deliver on an objective. We achieve this through the creative combination of technology, design, multimedia and digital amplification. Our unique experience enables us to deliver targeted brand stories within highly immersive environments. Through deeper levels of engagement we are able to achieve better results.

Feel confident in Ad World that you have chosen the best.

What We Do?

- ▶ Advertising (print/ electronic)
- ▶ Documentary Production
- ▶ Corporate Branding
- ▶ Outdoor Campaigns
- ▶ PR and Media Management
- ▶ Event Management
- ▶ Exhibitions
- ▶ Sponsorship Activations
- ▶ Digital Marketing



We Connect Brands With Their Target Audience For Deeper Engagement, Stronger Relationships And Tangible Results

Digital Marketing – Ad World is a full service digital marketing agency and our services include: paid media, SEO, social media, content marketing, web development/design, E-commerce and creative services. Our team's diverse range of skills allows us to create dynamic, holistic and scalable campaigns for all of our clients.

Advertising (Print & Electronic) – At Ad World, we specialize in print and electronic media advertisement. The viewer loves a good story but to create memorable and unique campaigns to draw attention to your target consumers and the attention of the media along with the target audience takes a specialized creative and strategic approach- something that we at Ad World have perfected.

Documentary Production – Ad World has a dynamic and well equipped production house that produces documentaries/documericals of high impact. Quality is our base and Ad World never compromises in bringing you the excellence you expect of us.

Corporate Branding – Your most valuable asset is your brand. Ad World's purpose is to position your brand in a way that it meaningfully connects with your customer, creating an impact that elicits strong emotional responses and decisive actions. Ad World provides following services.

- ▶ Development of corporate signs
- ▶ Flex Design and printing
- ▶ Billboard/ hoardings
- ▶ Transit
- ▶ Streamers/ banners
- ▶ Promotional brand items



Outdoor Campaigns – Ad World provides alluring outdoor publicity solutions such as billboards, hoardings, banners, pole, kiosk, streamers, back lit panels, distance boards, wall wraps, sign boards, moppies etc. Ad World's large geographic coverage for outdoor publicity encompasses different cities including Islamabad, Rawalpindi, Lahore, Karachi, Peshawar, Multan, Quetta, Faisalabad etc.

PR & Media Management – Ad World consider your success as its own success. At Ad world we put you first that is why we oversee and develop strategies to enhance your public image. At Ad World we consider you as us! A comprehensive and detailed media and PR plan is prepared for every client according to your need and budget. Ad World strives to give the best to its worthy clients.

Event Management – Ad World is also an events agency having its offices in Rawalpindi, Islamabad, Lahore and Dubai. Ad World has extensive experience in producing events from concert events to family fun days. We can create public experiences for small intimate groups or for thousands of attendees. A public event requires the involvement of many stakeholders including local council. We specialize in stakeholder management, event plans, permits and licenses, risk management and operational health and safety to ensure complete compliance for the safe and successful activation of all activity.

Exhibitions – Ad World specializes in creating original event and exhibition concepts that are aligned to your brand strategy. Our exhibition designer will develop initial concepts then secure every element required for effective delivery. Dependent on your budget, Ad World can design a single static display for roadshows or exhibitions through to large scale bespoke interactive exhibition environments. No matter the location, venue or size, we can design an exhibit to communicate your key messages and engage the attendees.



Sponsorship Activations – Ad World specializes in sponsorship activation and brand activation. Ad World will provide a complete range of sponsorship activation solutions for your brand's requirements either locally, or Pakistan wide. From mobile display and branding to design and sponsorship activation of large temporary interactive installations and exhibits, we will design and manage all elements from concept to event delivery. The successful leverage and activation of your sponsorship investment is

paramount and should be left in the hands of our experienced event designer, producers and managers. Ad World has produced a variety of sponsorship activation both big and small for clients. Ad World's specialist event management team has experience and the skills to enable us to oversee and perfect every part of the process including permits and planning, design, safety, security, stakeholder management, venues, creative design, budgeting, staffing, entertainment, technical and production design.

We consider sponsorship activation a very unique and specialized element of the industry and have perfected our handling of these. If you are looking for a professional sponsorship and brand activation manager, we can help you!!



Testimonials

"There are plenty of advertising agencies but for me the most admirable is Ad World because it not only creates competition but also stands for morals like shaping the competitive landscape in their field, reshaping the sense of what is possible for customer, employees and investors alike." ----- **Mr Saleem Riaz, Executive Director, GEO News.**

"This well-reputed agency is progressing day by day because of professional expertise and identity sharing values and will reach the peak of progress in their respective field" ----- **Sheikh Iftikhar, CEO, Alharam City, Rawalpindi.**

"This agency is able and confident in the ideas it believes, the culture it has created and relations with its clients. They are willing to stick to their strategies even when the world around them is a turmoil. With large reach, engaging ad format & pinpoint accuracy, they will reach their target groups, wherever they are." ----- **Hameed Haroon, President, APNS.**



Revenue Division
Federal Board of Revenue
Government of Pakistan

NATIONAL TAX NUMBER CERTIFICATE

(Issued under section 20 of the Finance Act, 2001)

National Tax Number (NTN): 3321296-1

Name: AD WORLD (PRIVATE) LIMITED

Address: 2ND FLOOR CHAUDHRY PLAZA, NEAR
COMMITTEE CHOWK MURREE ROAD
RAWALPINDI

Status/Nature: Company

CNIC/Firm Reg./Company Inc. Number: 0069128

This Certificate shall be prominently displayed at a conspicuous place of the premises in which business or work for gain is carried on. It is also required to be indicated on the signboard where it is affixed.

NTN

Date of Issue 20/04/2009

www.fbr.gov.pk

PARTNER IN PROGRESS



www.fbr.gov.pk

helpline@fbr.gov.pk

0800 00 227 051 111 227 227



All Pakistan Newspapers Society

(Registered Under Societies Registration Act XXI of 1860)

32- Farid Chambers
Abdullah Haroon Road Karachi-74400
Ph. 5671314-5671256 Fax: 5671316
e-mail: opns44@hotmail.com

Ref: APNS/2002/ 3259

July 17, 2002

M/s. AddWorld Advertising Agency,
Rawalpindi.

Dear Sirs,

We have to inform you that your application for associateship was placed before the Executive Committee at its meeting held on July 16, 2002 for consideration. The Executive Committee has decided to grant you associateship with immediate effect. As per Rules of the Society, you will be allowed 12.5% to 14.5% agency commission as decided by the Executive Committee from time to time. You will be required to submit your releases to member publications alongwith cheques of 60 days. Please note that you will not be allowed to handle government advertising.

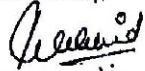
The Executive Committee has further decided that your performance will be examined on quarterly basis and if found unsatisfactory, the associateship will be withdrawn. You shall therefore, be required to send statement of business placed by you with client - wise and publication wise - break up on quarterly basis.

As provided by the rules of the Society, you are required to send us the agreement given at schedule (B) of the Rules and Regulations, duly filled and signed by you on the non-judicial stamp paper of Rs. 50/- with two copies. A copy of which will be sent to you after the signature and seal of the Society.

Please find enclosed Rules for supplement, Rules for appointment by clients and proforma for appointment letter for your information.

Thanking you,

Yours faithfully,


(KAZI ASAD ABID)
Secretary General
APNS

President: Sr. Vice President: Vice President: Secretary General: Joint Secretary: Finance Secretary:



All Pakistan Newspapers Society

(Registered Under Societies Registration Act XXI of 1860)

32-Farid Chambers
Abdullah Haroon Road, Karachi-74400
Tel: 5671314-5671256, Fax: 5671310
email: theapns@gmail.com
website: www.apns.com.pk

Ref: APNS/2005/4710

August 23, 2005

M/s. Add World Advertising Agency,
Rawalpindi.

Dear Sirs,

We have to inform you that your application for conversion from associateship to provisional accreditation was placed before the Executive Committee at its meeting held on August 22, 2005 for consideration. The Executive Committee has decided to grant you provisional accreditation for one year with immediate effect. During the provisional accreditation, you shall be required to clear payment of all bills submitted by member publications within 45 days of the last day of the clearance period in which the advertisements were published.

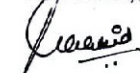
The Executive Committee has further decided that your performance will be examined on quarterly basis and if found unsatisfactory, the provisional accreditation may be withdrawn. You shall therefore, be required to send statement of business placed by you with client - wise and publication wise break-up on quarterly basis.

As provided by the rules of the Society, you are required to send us the agreement given at schedule (B) of the Rules and Regulations, duly filled and signed by you on the non-judicial stamp paper of Rs. 50/- with two copies. A copy of which will be sent to you after the signature and seal of the Society.

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Thanking you,

Yours faithfully,


(KAZI ASAD ABID)
Secretary General
APNS

Encl.: As above (In CD)

President: Mir Shakil-ur-Rahman Sr. Vice President: Mujeeb-ur-Rehman Shami Vice President: Inqilab Matri Secretary General: Kazi Asad Abid Joint Secretary: Riaz Ahmed Mansuri Finance Secretary: Anwar Farooqui



All Pakistan Newspapers Society

32-Farid Chambers, Abdullah Haroon Road, Karachi-74400.
Tel: 5671256 - 5671314, Fax: 5671310, E-mail: theapns@gmail.com / website: www.apns.com.pk

Ref: APNS/2007/ 5725

July 27, 2007

M/s. Add World Advertising,
Rawalpindi.

Sub: Confirmation of Accreditation.

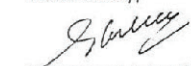
Dear Sirs,

We have to inform you that the Executive Committee of the All Pakistan Newspapers Society at its meeting held on July 25, 2007 considered your application for confirmation of accreditation and decided to confirm your accreditation with effect from July 25, 2007. As per rules of the Society, you will enjoy the credit facility of 75 days as permissible to the other confirmed agencies.

We hope that you will continue to abide by the Rules and Regulations of the Society and extend your whole hearted cooperation to the APNS in its efforts to promote and safeguard the interests of print media.

Thanking you,

Yours faithfully,


(Muhammad Aslam Kazi)
Secretary General, APNS



December 11, 2014

Ch. Muhammad Akram
Chief Executive
M/s. Add World Advertising Agency
2nd Floor, Chaudhry Plaza
Opp. Tahli Shahan Committee Chowk
Muree Road
Rawalpindi.

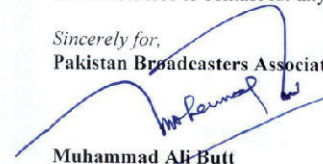
Dear Mr. Akram,

This is in reference to our earlier letter dated November 13, 2014 regarding your application for accreditation with PBA. We are pleased to inform you that upon submission of bank guarantee amounting to Rs. 1 million drawn on Faysal Bank in favor of PBA, M/s. Add World Advertising has now been accredited with Pakistan Broadcasters Association.

We welcome you aboard. Please note that according to the bank guarantee amount i.e. Rs. 1 million, your accreditation falls in the category "C" hence, during a clearance month the total business that you release to our member broadcasters should not exceed Rs. 5 million. You are therefore called upon to send an undertaking to this effect within 3 days from receipt of this letter.

Please feel free to contact for any further assistance that you may require.

Sincerely for,
Pakistan Broadcasters Association


Muhammad Ali Butt
Executive Director

Li	LICENSE NO	6003048	6003048	رقم الرخصة
Li	LICENSEE	Muhammad Akram	محمد أكرم	صاحب الرخصة
Op	OPERATING NAME	A.D World Advertising FZE	إي.دي. وورلد أدفرتايزينغ م م ح	الإسم التجاري
Ad	ADDRESS	P.O.Box 40327 Ras Al Khaimah United Arab Emirates	ص ب 40327 رأس الخيمة الإمارات العربية المتحدة	العنوان
Ac	ACTIVITY	Management & Advertising Consultancy	استشارات إدارية، واستشارات إعلانية	النشاط
Ma	MANAGER	Asim Abbas Jaffry	عاصم عباس جعفري	المدير
Is	ISSUE DATE	06 August 2012	٠٦ أغسطس ٢٠١٢	تاريخ الاصدار
	VALID DATE	05 August 2017	٠٥ أغسطس ٢٠١٧	تاريخ الانتهاء
	REMARKS			ملاحظات



Our Clients

Government Sector

- Punjab Education Foundation, Lahore
- University of Engineering and Technology, Lahore
- Lahore Transport Company
- Punjab Council of Arts
- Ministry of Religious Affairs
- National Council of Tibb
- National Institute of Electronics
- Pakistan Agriculture Research Council
- Pakistan Mineral Development Corporation
- Dr. A Q Khan Laboratories
- House Building Finance Corporation
- Regional Income Tax Rawalpindi
- Hydrocarbon Development Institute of Pakistan
- Military State Office, Abbottabad
- Supreme court of Pakistan
- Islamabad High Court

Educational Institutes

- Buraq Institute of Science & Technology (Pvt) Ltd.
- Cadet College Chakwal
- CESET
- Islamabad College of Accounts & Finance
- Jinnah Muslim Law College
- Noor Forces Academy
- Yusra Medical and Dental College
- The Scholars College Cantt Rawalpindi
- Fatima Jinnah College

Private Sector

- Pakistan Red Crescent Society
- ICRC
- Mascorp Properties
- Sutraplex Malaysia
- Media Services International
- Al-Haram City
- Galaxy City
- Super Tech Welfare Wing
- Quiad e Azam International Hospital
- Uzma Medical Center & Diagnostic
- Trans Mak Associates
- Syed Group
- Jan Associates (Developer & Builder of Arain City)
- Asia Housing Society
- Utility Cooperative Housing Society
- Rehman Travels and Tours
- Gammon Pakistan Ltd
- UNIDO
- SS Marketing
- Sanatkar Group
- Best Home UK (Garden Villas)
- KFC Associates
- SJ Beverages Zam Zam Cola (Pvt) Ltd.
- Hotel Royal Palace
- MGC Real Estate Builders & Developers
- Ravian Marketing
- Zaraj Group



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Pakistan Post is dedicated to providing a wide range of postal and financial services for the Nation both domestics and internationally.

OUR SERVICES

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- Money order service
- Express & Mail service
- Air express service
- Urgent & Fax Money Order Service
- Domestic & Foreign Mail Service
- Postal Life Insurance
- Post Office Saving Banks
- Collection of Utility Bills
- Collection of Income Tax

We are committed to serve the nation every day & every where.

POST


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Thwarting Enemy Designs

PAKISTAN ARMY

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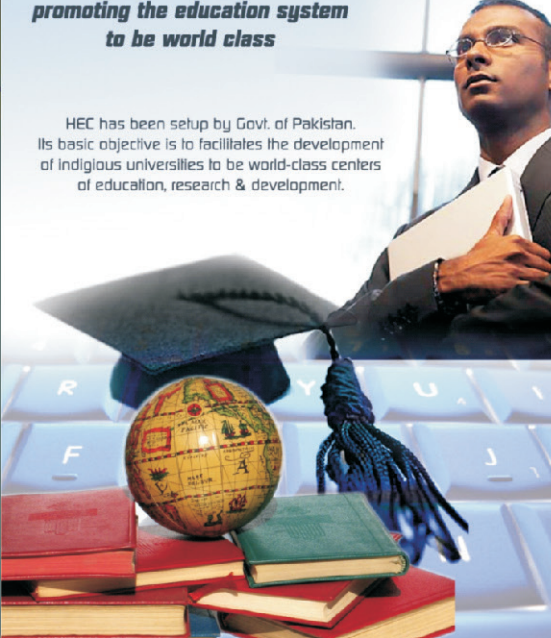




Higher Education Commission of Pakistan
www.hec.gov.pk

HEC
promoting the education system
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HEC has been setup by Govt. of Pakistan. Its basic objective is to facilitate the development of indigenous universities to be world-class centers of education, research & development.



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0321-6999039, 0321-6999039, 0333-600443, 0321-6999050

www.winwinsocieties.com

Ad World

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	Past	Present
Jobs	3000	16000
Sales	16 Billion	47 Billion
No. of Stores	1000	6000
Tax Paid to Government		25 Billion
Price		Reduced to 10%
Super Markets	Target 38	Completed 20



The Federal Democratic Government is determined to provide relief to the people through Utility Stores.

UTILITY STORES
Corporation of Pakistan (Pvt) Ltd
Ministry of Industry & Production
Government of Pakistan

People's Satisfaction
Our Goal

خوابوں کی تکمیل

گھر بیٹو مددگار یوں کی وجہ سے میں سڑک کے بعد اپنی تعلیم جاری نہ رکھ سکا اور مجھے نوکری کرنی پڑی دوران نوکری میں ہمیشہ اپنی تعلیم کا خواب دیکھا کرتا تھا لیکن مجھے ذرا تعلیم مکمل کرنے کا یہ خواب بھی پورا ہو سکے گا۔ علامہ اقبال اوپن یونیورسٹی نے میرے لیے تعلیم کے دروازے کھول کر نہ صرف میرے خوابوں کی تکمیل کی بلکہ میرے لئے ترقی کے نئے راستے کھول دیئے

علم کی روشنی ہر جگہ ہر طرف

علامہ اقبال اوپن یونیورسٹی

www.aiou.edu.pk

Handled with Love & Care

Ascent's commitment to the use of high quality materials and the highest standards of construction, has resulted in the development of a modern, planned township of residential, commercial, educational and recreational facilities. Nurtured and cared for by the CDA, it evolves and takes shape over the next 50 years. All are its transformed into a modern, planned township of residential, commercial, educational and recreational facilities.

Heaven on earth, handled with tenderness and care.

Capital Development Authority

**نا اُمید، بے سہارا
ہر بچے کا بنے گا
پاکستان بیت المال
جینے کا سہارا**

پاکستان بیت المال

Ad: Weng

The role of PAKISTAN BAIT-UL-MALL In poverty reduction

Pakistan Bait-ul-Mal is making a significant contribution towards poverty reduction through its various poorest of the poor focused services by providing assistance to destitute, widow, orphan, invalid, infirm and other needy person irrespective of their gender, cast, creed and religion through its following schemes:

- Food Support Programme (FSP)
- Child Support Programme (CSP)
- Individual financial assistance (IFA)
- Institutional Rehabilitation
- National Centers of Rehabilitation of child labour (NCsRCL)
- Vocational Training Centers (VTC)



PAKISTAN BAIT-UL-MALL
St. 9, Khayaban-e-Johar, Sector H-8/4 Islamabad.
Tel: 021-3250480 Fax: 021-3250485
e-mail: info@pbm.gov.pk website: www.pbm.gov.pk

Government of Pakistan
Ministry of social welfare
& special education

ہمارے حقوق ہماری آزادی ہمیشہ عالمی دن برائے انسانی حقوق 2015ء

حکومت پنجاب کے زیر اہتمام پنجاب ایجوکیشن فاؤنڈیشن نے سولہ مہینوں میں
فروع تعلیم کے ذریعے انسانی حقوق کی پاسداری یقینی بناتی ہے۔



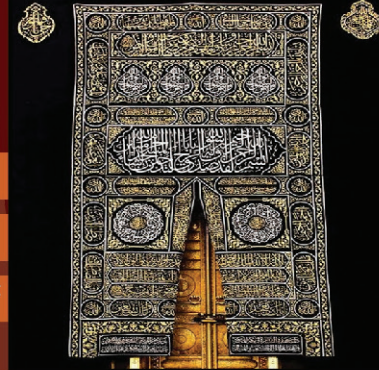
پنجاب ایجوکیشن فاؤنڈیشن
187/1، انارکلی، لاہور، پاکستان

مسکول ایجوکیشن
ڈیپارٹمنٹ

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KEEP YOU

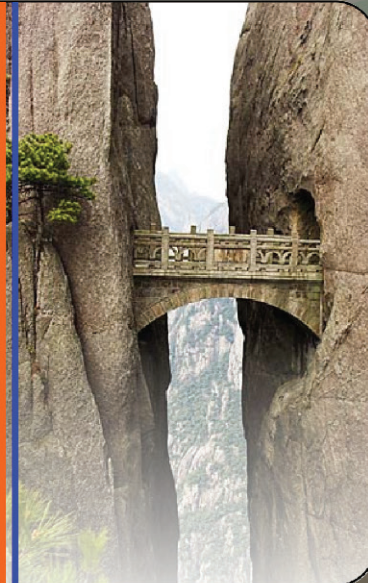
CLOSER
TO YOUR

LOVE
ONE

BETTER SOLUTION
TO YOUR COMMUNICATION
PROBLEMS



Universal
Service Fund
Ministry of Information Technology
Government of Punjab
Telecom for all



ہم ایک ہیں

آزادی کی حفاظت کیلئے
قومی سلامتی اور ملکی سالمیت کیلئے
وطن کی عظمت اور سر بلندی کیلئے
دلیں کی ترقی اور خوشحالی کیلئے
امن و محبت اور بھائی چارے کیلئے



Pakistan Navy
Free Medical Camp

پاکستان نیوی





Contact Head Office:

2nd floor, Chudhary plaza, Committee Chowk, Rawalpindi.

T: +92 51 5533363; 5533118; 5775532

F: +92 51 5775531

E: info@adworldint.com

For Operations

operations@adworldint.com

For Media

media@adworldint.com

For events & sponsorship activations

events@adworldint.com

UAE Office:

PO Box # 40327,

Ras Al Khaimah (UAE)

Licence # 6003048,

Ph: 00971528359245, 00923215385065

E: dubai@adworldint.com; adworldadvertising@rakfzbc.ae