



SYNERGY
A D V E R T I S I N G

YOUR PARTNERS

IN BRAND BUILDING

The Company

Synergy Advertising (Pvt.) Ltd. was formed as Awan & Kapadia (Pvt.) Ltd. in 1999 as a collective of advertising professionals who wanted to run an advertising agency that stood out from the rest by virtue of its professional conduct and solutions oriented approach to advertising communication.

Renamed in 2002 as Synergy Advertising, today the company is the fastest growing integrated media communications group in Pakistan with subsidiaries specializing in a vast variety of advertising solutions and services such as event management, market research, branding, public relations, media buying and planning and a full range of design and creative services for all types of ATL and BTL media.

Synergy is now home to over 100 employees that share its work ethic. The company is based in all principal Pakistani metropolises

and is counted amongst the top ranking Pakistani ad agencies with a record breaking number of local and international awards to its credit. Our march to success, however, has only begun...



A VISION REVEALED... ...A COMMITMENT REINFORCED

Since its privatization in 1997, your Bank Alfalah has significantly contributed to the economy of the country. Savings have been mobilized through an expanding network of branches that reaches out to you, all over the principal cities of Pakistan. Our loans & advances have increased manifold to serve as a concrete foundation for commerce and industry. Your Bank has also been

a key player in the promotion of Pakistan's foreign trade. During year 2001 alone, your Bank handled trade volumes in excess of Rs. 52 billion.

Built on your trust in our performance, our resolve today, is to actively pursue enrichment of Pakistan's economy through highly sophisticated products and services customized to your needs. Reinforcement of our vision – *carving out a brighter future for Pakistan with you...for you.*

BANK ALFALAH LIMITED



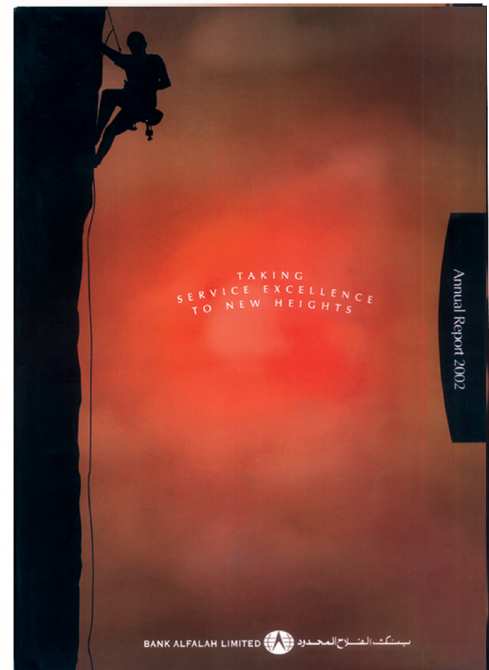
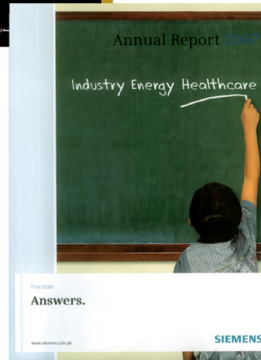
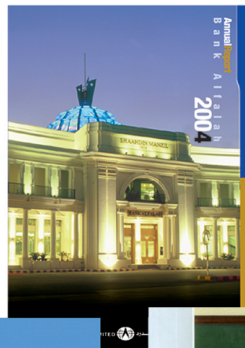
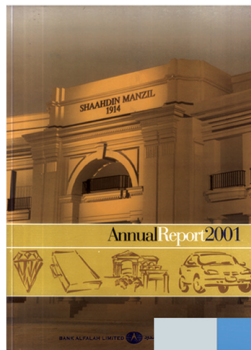
بنك الفلاح المحدود

Our Mission

- Create and establish the most rewarding agency for our:
 - Clients
 - Employees
 - Stakeholders
- Leave behind a legacy

Corporate Communications

(annual reports)

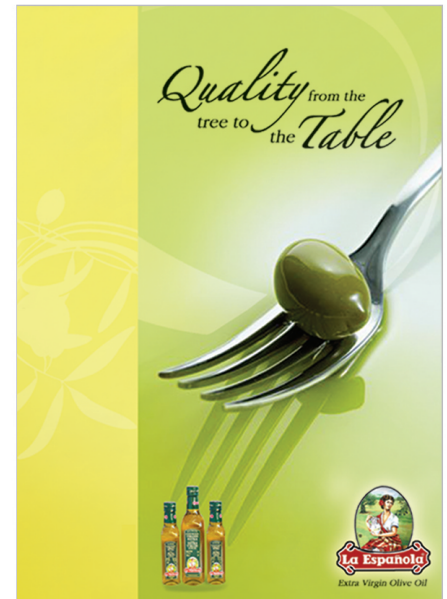


Our Objectives

- Develop and provide creative and media products that take our clients' brands to the highest possible sales, market share and perceived images by conquering hearts & minds.
- Carve out a long-term relationship with media and vendor partners to guarantee a win-win situation for all involved.
- Have consistent growth and profits.
- Provide financial security, growth opportunity and personal development for all our employees.
- Make the work experience, financially, emotionally, psychologically and socially rewarding for all stakeholders.

Corporate Communications

(corporate brochures)



Our Values

Creativity

Discard 'good' in favor of the 'best' - good is the enemy of the best.

Brand

Up-front and honest in our dealings - let's work for the success of the brand.

Strategy

Strategy is as important as creativity - advertising fails before it's written.

Equality

Equal footings between client & agency - it takes two to determine what to say and how to say it.

Talent

Direct, develop & nurture talent regularly - it's the people who make all the difference.

Corporate Communications

(press ads)



111-247-258
www.airblue.com

Discounts upto 50%
Fly airblue during Ramadan



Celebrating 10th Anniversary

We are humbled by our success for which we thank Allah SWT.

From a 3 branch operation 10 years ago, we now domestically operate across the country, through 215 branches and sales centers, internationally in the Middle East, the Near East and growing.

We will continue to move forward with sincere and committed pursuit of our responsibilities towards our Bank, the Regulators, our Customers and above all our Country

- to each we extend our profound thanks and the deepest of gratitude.

The Caring Bank

BANK ALFAH LIMITED



When living with addiction
Life Hangs by a Thread
because of denial and avoidance.

There is Hope!

Don't fight addiction and drug addiction alone. If you or a family member are victims of addiction or drug addiction, help is at hand in the form of Therapy Works. Our holistic approach ensures mental, physical and spiritual well-being.

We offer treatment: individual counseling, family support, detoxification and rehabilitation with residential facilities, and one year of follow-up care. We embrace a therapeutic, non-confrontational and nonjudgmental approach for total trust and respect!

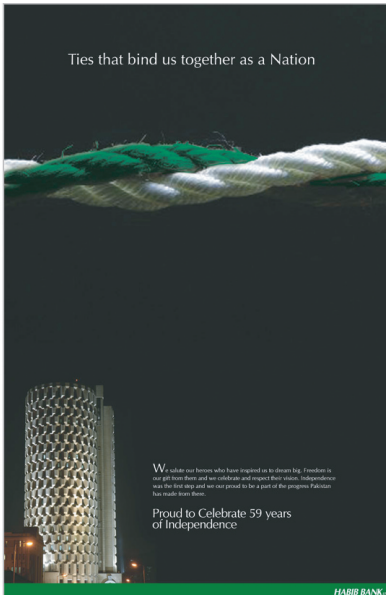
Call now for information and advice on alcohol and drug addiction.

Therapy Works also offers Out-Client Services for the following needs:

Domestic Violence/Batterer Management	Sex Related Issues
Childhood Abuse	Marriage and Relationship Difficulties
Depression and Anxiety	Smoking & Eating Disorders
Post Traumatic Stress Disorder	Grief and Loss

Tel: +92 (21) 5470767, 0300-2074456, 0300-9074462, 0301-8208800
Email: therapyworks@ymail.com
Website: www.therapyworks.com.pk
Consultation between 9:00 am to 8:00 pm Monday to Friday
for inquiries, assessments and advice.
Support Groups for Families: Friday 6:00 pm - 7:30 pm
For Patients: Saturday 9:00 am - 7:30 pm

Therapy Works



Ties that bind us together as a Nation

We value our branches which have inspired us to always try. If members do not get from them and we celebrate and respect their vision. Independence was their dream and we are proud to be a part of their progress Pakistan has made from them.

Proud to Celebrate 59 years of independence

HABIB BANK



Goldcrest DHA Islamabad

• Apartment prices starting from Rs. 3.2 million
• Only 10% down payment & 4% quarterly installment
• 6 years flexible payment plan
• Possession in 3 years

For Booking & Details of Second Phase

Sale and Sales Office:
DHA Phase II
Sheikh Zayed Bin Sultan Al Nahyan Road
G-7 Road Islamabad Pakistan
URS 011-111-246-246
Tel: 011-449-2211-24
Fax: 011-449-2218
Email: info@goldcrestgiga.com
www.goldcrestgiga.com

National Agents:
Manish & Associates
Nations International 011-111-111-077
Al Faisal Properties 033-1172786
4401 SGP
Tel: +92 208 728 3000
Fax: +92 208 728 3000
Email: info@nationsinternational.com

Labani
DHA Phase II 011-111-111-124
Tel: 011-449-2211-24
Fax: 011-449-2218
Email: info@labani.com

Kavali
Vision Property Network 021-5301965
Corporate Estate 0300-521-4627294

International Agent (UK):
Horton & Rudge
10 Chancery Square, London
W1D 4BS
Tel: +44 20 738 3000
Fax: +44 20 738 3000
Email: info@hortonrudge.com

International Agent (USA):
Giga Real Estate
Office #10, Pakistan Center
Bank Street, New Dubai
PO Box 28001, Dubai, UAE
Tel: +971 4 4327005
Fax: +971 4 4327005

AL GHURAIR GIGA
Proudly Official Partner



TONI&GUY

Creativity
Innovation &
Style

our latest refresh it range
available in all leading stores

For further information: Tel: 92 21 5860903 Fax: 92 21 5372357

Our Strategy

- Develop and maintain a competitive advantage through Total Solutions; i.e. by implementing strategic planning into creative management regimes.
- Develop a strategic partnership of essential marketing services with our sister concerns; i.e. Synergy Marketing Corp, services including Media Partnerships, Branded Productions and Event Management. and through a strategic alignment with Syntax Communications, our partner firm for total PR solutions.

(press ads)

Created from Vorsprung.



Design - Either you have it or you don't.

DEALERSHIPS
Ramach Adam Motors: 35-44 near Liaquat National Hospital, Shahdara Road, Karachi. Tel: 021-4304081-2 / 4304156 Fax: 021-4304080
Multan Adam Motors: C/O Chung Ho (M), M.O. Road, Multan. Tel: 061-3211924 / 31920 Fax: 061-3404747
Lahore Adam Motors: 16, Jail Road, Lahore. Tel: 042-7498020 / 7498031 Fax: 042-7498033
Autocity Adam Motors: Sheikhupura Road, KM-08 Near Mittal Tractor, Lahore. Tel: 042-7917260-1 Fax: 042-7911824
Shahid Adam Motors: Railway Road, Sialkot. Tel: 0412-8022298 / 8022293 Fax: 0412-8022249
Pakistan Adam Motors: Chunar Plaza, P.O. Wadial Road, Near Freshway Road, Rawalpindi. Tel: 051-3471871 Fax: 051-3482575

DAWN BREAD Dawn Bread always brings a new taste to every moment of your life. On this monumental occasion we add flavor to your Independence Day celebrations to mark 60 years of living as a free nation.



Managing Director

Ahmed Kapadia is known as much for his dynamism and ambition as he is for his expertise in advertising, marketing and brand management. With his experience that spans over 15 years in advertising and brand management, he is today one of the most prominent figures in the advertising industry in Pakistan.

With his leadership skills, Kapadia is the architect of a method of administration that focuses on empowerment as much as delegation of responsibility; a unique approach to management, considered nothing short of revolutionary in the advertising industry of the country.

Under Kapadia's guidance, Synergy Advertising with its annual billing of over 800 million rupees, is today one of Pakistan's most successful advertising agencies known for the quality of its work and its unique approach to the advertising process.

Corporate Communications

(press ads)



THAI
TOKYO
EXPRESS

*The Fastest way to Tokyo.
Smooth as Silk.*

THAI serves 4 cities in Japan
Tokyo • Osaka • Nagoya • Fukuoka

THAI
Smooth as silk

For further details contact your Travel Agent or THAI Offices.

Dine at Fujiyama Avari Towers Karachi and win

For other special offers visit:

Conditions Apply



*Sweeten your love life
with Lagnese.
Happy Valentine's Day!*

Celebrate the sweetness of life. Enriched with the sweetness of flowers, *Lagnese* promises purity and quality of Bee Honey to save life with the best nature can offer.

Lagnese - the sweetness of love!!

Product & Produced in Germany



**Enjoy Wateen's
exciting new
packages**

Package	Speed	Price
1 Mbps	1 Mbps	Rs. 799
512 Kbps	512 Kbps	Rs. 599
256 Kbps	256 Kbps	Rs. 499
768 Kbps	768 Kbps	Rs. 699

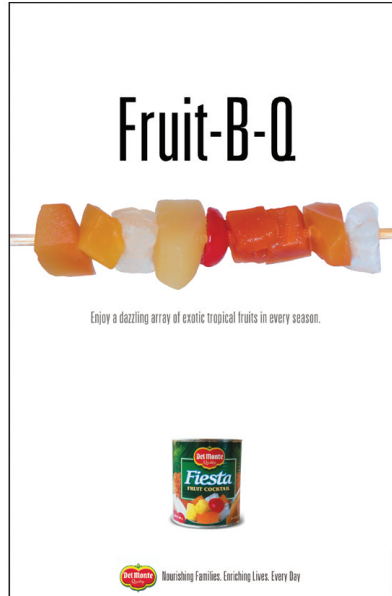
Also choose from your favorite Telephony Packages

- Wateen to Wateen calls free for life
- Play & Play in 60 seconds
- CPE upfront charges from Rs. 2499
- CPE line rent Rs. 99 per month

WECONNECT
wateen.com | 111-360-111

WATEEN
Wateen Telecom Pvt. Ltd.

Telephony | Mobile | Internet | TV | Solutions



Fruit-B-Q

Enjoy a dazzling array of exotic tropical fruits in every season.

Del Monte
Fiesta
Fruit Cocktail

Del Monte
Nourishing Families. Enriching Lives. Every Day

Our Team

The team at Synergy is composed of an elite core of professionals that are totally committed to making a difference in the way that advertising is done in the country. The team is a reflection of a cardinal rule at Synergy to hire the very best human resource in the advertising business.

Each team member is a specialist in his/her own area with a broad exposure to other advertising services as well, which gives each team member the proper vantage to intricately weave strategic and creative services together and bring out exceptional advertising solutions. The team includes some of the leading high profile personnel in areas of:

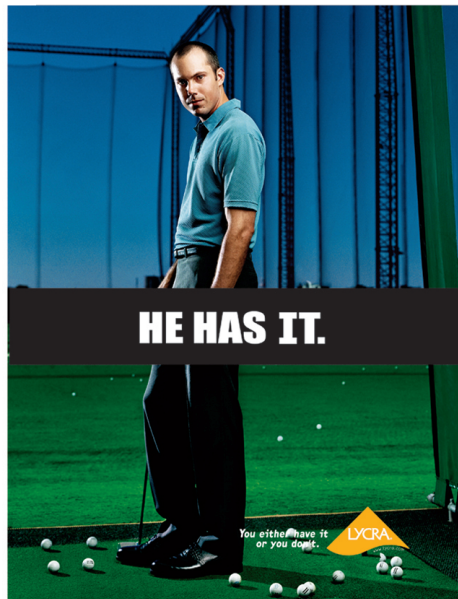
- Advertising
- Art Direction
- Creative Design and Communication
- Corporate Communications and PR

- Brand Management
- Event Management
- Media Planning and Buying

As a company, Synergy is also committed to contributing towards the growth and maturity of its staff. The company has one of the most broad-based and intensive internship programs for students of brand communication and business management. The company also has an exceptional track record of training fresh people who have grown to become advertising stars and have created a large body of excellent work for the industry and are now placed in positions of importance not only in Synergy but in many other advertising agencies in Pakistan and abroad.

Outdoor

(posters)



The Expansions

After five successful years of operations in Karachi, Synergy Advertising has established its branch offices in Lahore Islamabad and Peshawar. These offices are fully equipped with state-of-the-art equipment to cater to the rapidly expanding business requirements of the agency's Punjab-based clientele.

Our Lahore and Northern Region clients can now locally enjoy a comprehensive range of highly professional Advertising, Production, Brand Building and Public Relations services, in line with the Synergy work ethic.

We have ambitious plans to grow further to developing business centers of Pakistan together with our clients by providing the same unique creative approach, which is the trademark of Synergy Advertising.

Outdoor

(hoardings, airport signs etc.)



Wherever you go, we've got you covered!

U.S.A. England Germany France Italy U.A.E. Malaysia Australia

Via CARE
Travel Insurance

URL: www.nji.com.pk UAN: 111-654-111

NJI
New Jubilee Insurance



TOSHIBA
Leading Innovation >>

General Traders (Pvt.) Limited
Karachi Lahore Islamabad Peshawar, UAN: 111-101-102
Hyderabad (Tel: 2784702), Multan (Tel: 4511209),
URL: www.yaqubgroup.com, Email: yaqub@cyber.net.pk

e-STUDIO

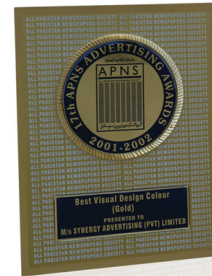
Accolades

Synergy has been recognized for its professional excellence on more than one occasion by the advertising industry in Pakistan & abroad.

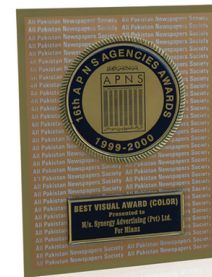
- Awards Won in 2006:
 - Advertising Club of Bombay. Silver Award at the 38th ABBY Awards in Mumbai, India
 - 5 PAA Excellence Awards
- Awards Won in 2005:
 - 4 APNS Awards (All-time Record)
 - 5 PAA Excellence Awards
- Awards Won in 2004:
 - 7 PAA Excellence Awards
 - 2 APNS Awards
 - 2 iCOM Awards
- Previous Awards:
 - APNS Awards
 - PAA Creative Excellence Awards
 - AURORA Awards for Marketing and Advertising Category: (Best Print Advertisement)
 - Ranked amongst Top 10 Pakistani Advertising Agencies since 2001 by the prestigious Aurora rankings

Awards

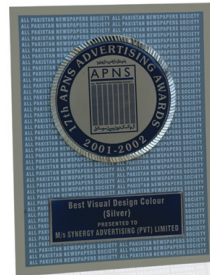
Won 6 Awards in 2006



Won 9 Awards in 2005



Won 11 Awards in 2004



The ABBY

The ABBY Awards are organized by the Advertising Club of Bombay, the largest professional association of the advertising industry in India. The awards are considered to be the Oscars of Indian Advertising and have a proud history of honoring professional and creative excellence in advertising for over four decades.

The 38th Annual ABBY Awards were held in 2004 in Mumbai and for the first time the scope of the awards was broadened to include entries from other countries in the South Asian Region.

Synergy is proud to have been nominated for THREE categories in the ABBY Awards 2004, which gave it the highest number of nominations for any agency in Pakistan.

Synergy won a Silver Award for the Best of Pakistani Advertising on its critically acclaimed television commercial for its client Zakpak (Silk Soap). Other works that were nominated in other ABBY categories included the Bank Alfalah Annual Report and the Bank Alfalah Corporate television commercial.



The Silk Soap Campaign

(award winning campaign of the year 2004)



Our Clients

AIG New Hampshire	Master Memory Foam & Chairs
Air Blue	Makco
Anjum Asif (Delmonte, Coroli & Langnese)	Metro Shoes
Aramex SMS	Muslim Aid
Audi	Murree Brewery
Afco Steel Mills	New Jubilee Insurance
Aziz Steel Mills	National Bank of Pakistan
Alta Vista College	Pak Libya Holding Company
Alghurair Giga	Pizza Hut
AJK Govt	Planning & Development Division
Asia Pacific Trust	Petrosin
Bosicor Pakistan	Qarshi Industries
Bank Alfalah Limited	Reckitt Benckiser
Borges Olive Oil	Sanaullah Textiles
CSH Pharmaceuticals	Shan Foods
DAWN Bread	Siemens Pakistan
Dupont	Silk Soap
Deepwell Corporation (Pvt) Ltd.	S.M. Chawla (Ajmal Perfumes)
Eva Cooking Oil	SSGC
Election Commission of Pakistan	Sefam
ERRA (Earthquake Reconstruction and Rehabilitation Authority)	Silver Oaks School
European Union	Thai Airways
Family Planning Association of Pak	Toni & Guy
Family Health Hospital	Toshiba
GTZ	UBL Fund Managers
Kamaz Truck (Nissan Gandhara)	Ummah Welfare Trust
Macter International	Warehouse Furniture
Monsalwa	Warid Telecom
	Wateen Telecom

S t e a m i n g I d e a s



**The perfect
blend
of the right
ingredients**



**Careful
strategic
filtering**



**A select
combination
of different
mediums**



**Prompt
service with
attention to
detail**



Creating great advertising is not everyone's cup of tea



SYNERGY

Synergy Advertising (Pvt.) Ltd.

www.synergyadvertising.biz

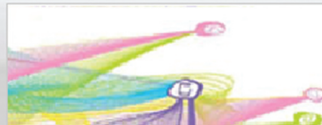
Brandsynario.com

Brandsynario.com was established with two simple objectives- to provide a platform to all those associated with advertising, marketing and the media, as well as to bring these industries in Pakistan into the limelight. Hence, brandsynario.com is on the scene with the purpose to make the lives of professionals in advertising, media and marketing easier, and find answers to most brand-related questions.

Although the going was tough in the beginning, gradually the tough got going and growth has been heartening ever since.

In the course of fulfilling this objective, brandsynario.com has outgrown its original design and expanded the repertoire of services it offers to its valued users in this evolutionary process.

For the fulfillment of the aspiration to carve a unique place for itself in the lives of the people it touches, it has a unique feature of direct interaction not only with professionals but students and other prospective movers and shakers of the industry because we believe that "Everybody's Opinion Matters".


Email:

Password:

Saturday, Jan 03, 2009

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[Company Profiles](#)
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advertisement



advertisement



Sunday
(22:00)

*Haq
nah show*
**Aman Haq
Show**


[Local Print Campaign](#)
[Intl. Print Campaign](#)


COPORATE CORRIDOR

Who are the advertisers, ad agency and directors behind this new campaign.

[More Campaigns »](#)
[Previous](#) [Next](#)

Advertising Agencies

Search our comprehensive list of Advertising and Media Agencies of Pakistan. Get information from company top clients to employee strength in the most convenient and easily accessible online database.

(If you are an agency and wish to be listed in our database please email support for information on how to do so)

[Click here to Enter](#)

Ad Awards

CLIO
AWARDS

CLIO Awards



CANNES LION

ABBY
AWARDS

ABBY Awards

TV

You will find everything you need about major Television channels from rates to listings in this section.

[Click here to Enter](#)
[Local TVC](#)
[International TVC](#)


Ufone Connection portability

View the latest local TVCs running on Pakistani airwaves. Leave comments and discuss the effectiveness of these ads.

[More Adinfocus »](#)
[Previous](#) [Next](#)

Film Production

Need camera men? Maybe voiceover people? You have come to the right place. In our database you will find every resource to make your production a hit.

[Click here to Enter](#)

Advertising Scene

Hotspot for advertising professionals. If you are looking for any particular resource concerning the advertising scene in Pakistan we are 99% sure you will find it here.

[Click here to Enter](#)

Print

Major publications, newspapers, magazines you will find everything you need about them from rates to listings in this section.

[Click here to Enter](#)

Radio

You will find everything you need about major radio channels from rates to listings in this section.

[Click here to Enter](#)

advertisement



Synergyzer

Synergyzer is a bi-monthly magazine that has rapidly become the voice of the advertising and marketing industry of Pakistan. In a very short span of time, Synergyzer has already made waves with its slick visuals, crisp design, research and analysis and bold, in-your-face reportage.

Synergyzer was launched and conceived by Synergy with the intention of breaking the silence through new and innovative ideas of the advertising industry. Since its launch, it has had a remarkable response from advertising agencies, marketers, etc. working across multimedia platforms. With our top-of-the-line editorial, creative and design teams we are able to create spectacular compositions by exploring new creative avenues that are yet to be explored.



S t e a m i n g I d e a s



**The perfect
blend
of the right
ingredients**



**Careful
strategic
filtering**



**A select
combination
of different
mediums**



**Prompt
service with
attention to
detail**



Creating great advertising is not everyone's cup of tea



SYNERGY

Synergy Advertising (Pvt.) Ltd.
www.synergyadvertising.biz

YOUR PARTNERS
IN BRAND BUILDING



SYNERGY
ADVERTISING

BRANDING | COMMUNICATIONS | INTERACTIVE

www.synergyadvertising.biz

SYNCHRONIZE[®]



SYNERGY
MARKETING CORP.



Syntax
Communications

the buzz all over the advertising, marketing & media scene
Synergyzer



brandsynario

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Sindhi Muslim Cooperative Housing Society,
Karachi - 74400.
Tel: 021- 4551420, 4536278, 4556276-9,
Fax: 021- 4536277
Email: synergy@synergyadvertising.biz

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Block, New Garden Town, Lahore - 54600.
Tel: 042-5863968-70,
Fax: 042-5863971
Email: synergylhr@synergyadvertising.biz

Islamabad Office: House # 506-Street # 12
Sector G 10/2
Tel: 051-2275230-3
Fax: 051-2273683
Email: synergyisb@synergyadvertising.biz

Peshawar Office: Suite # TF-14, Deans
Trade Centre, Islamia Road, Peshawar Cantt.
Tel: 92 91 5250297
Fax: 92 91 5250298
Email: synergypshwr@synergyadvertising.biz



A Synergy Group Company