



## **Company Profile**

[www.imedia.com.pk](http://www.imedia.com.pk)



## Welcome to **Interactive Media**

We provide the complete range of graphic design, web design, advertising, media planning and buying as well as public relations services to our clients.

We design an integrated communications package to meet a project's specific need. Our talented and experienced professionals ensure that our recommendations are strategically sound, as well as extremely time and cost efficient. From that point onwards, it is our dedication to client servicing and going that extra mile that distinguishes us from our competitors.

We deliver high quality work at low cost; whether it's a single ad or a large campaign, a website & video documentary, we'll deliver on time, within budget and always exceeding your expectations.

Interactive Media is a full service providing designing agency that offers the full spectrum of advertising services to its clients ranging from creative design, print advertising, electronic media advertising, media planning, media buying, market research, public relations, events management, and a range of specialized services that include web design, web development, internet advertising including email advertising and online advertising.

Imedia provide the most suitable business designing solutions & services since 2005; we offer specialist services to meet our client's requirement as we believe that "Service" is the key to any success in the media Industry

### **Our Vision**

- ✓ We go where our clients need us.

### **Our Mission**

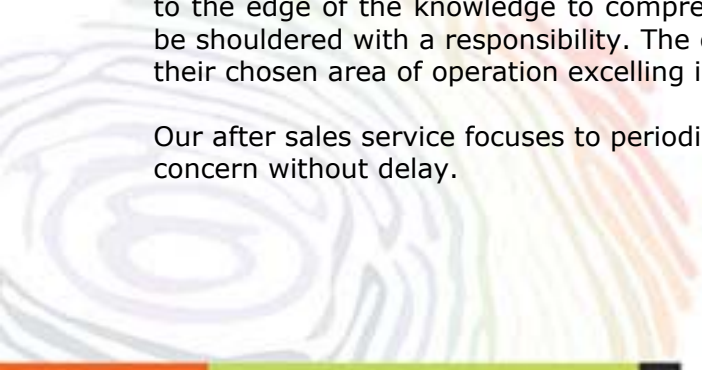
- ✓ To establish a class company, serving clients with a smile, to their entire satisfaction.

### **Our Objectives**

- ✓ To provide world-class quality.
- ✓ To ensure victory to our clients.
- ✓ To have an everlasting relationship with clients.
- ✓ Team's spirit and trust.
- ✓ Innovation, Creativity...Care.

We analyze each client's market situation and requirements, and structure a site that would generate the most long-term value for its brands. We take pride in the client to test us and push us to the edge of the knowledge to comprehend that we understand technical matters and can indeed be shouldered with a responsibility. The company is spearheaded with individuals who are experts in their chosen area of operation excelling in technical solutions that customers are relying on.

Our after sales service focuses to periodically parameterize a customers concern and addresses concern without delay.



### **We Focus on the User**

For a complete Media & IT solutions have to be first understood then met. Imedia I committed to the principles of usability hence our solutions are simple and easy to use. This is reinforced by the use of innovated web deigning & modern printing techniques and the latest user support techniques. Our belief in participative design ensures that the user is put at the heart of our development process.

### **We Focus on the Business**

A complete Media solution requires that commercial and organizational needs are met. Any I.T & Media solutions will not be successful unless it fits into its particular business context. The use of participative design and our extensive business knowledge help us to understand this context. In particular Imedia expense market makes us an ideal partner in creating solutions for these types of organizations.

### **We Focus On Design**

A Complete Media & It solution also requires good design. Imedia offer quality business solution like web design, brochures, flyers, design services & logo or any other related solution; we have developed considerable design experience. The company regularly carries out research into the latest design techniques and our employee development and training program ensures that our consultants have up to date knowledge.

## **Our Services**

Whatever advertising services you may need, Imedia will be able to help you with your requirements.

Beyond looking good, a good design must provide strong solutions. We use our in-house talent and resources and treat design as an important element in the overall communications strategy of a company.

Whether it's a corporate brochure, logo design, newsletter, poster, product catalog, direct mailer, collateral design or an interactive execution, we have the experience and expertise to get the job done on time and within budget

Our services include but are not limited to -

- ✓ Creative design
- ✓ Copywriting
- ✓ Print advertising
- ✓ Electronic media advertising
- ✓ Television advertising
- ✓ TV advertising
- ✓ Outdoor advertising
- ✓ Radio advertising
- ✓ Recruitment advertising
- ✓ Media planning
- ✓ Media buying
- ✓ Market research
- ✓ Public relations
- ✓ Events management
- ✓ Web design
- ✓ Web development
- ✓ Internet advertising
- ✓ Email advertising
- ✓ Online advertising

### ❖ **Domain Registration**

The domain name must be globally unique and particular to your identity so it is important to secure a domain name that is easily identifiable to your existing business name. Domain names ending with .com, .net, .org, .biz, .co.uk, .com.pk and many more extension are available that can be registered through many different companies (known as "Registrars"). To register a domain name, you will ask to provide various contact and technical information that make up the registration.

### ❖ **Web Hosting.**

Key to every website designed is that it be hosted on industrial strength technology. At Imedia we are able to offer our clients a variety of hosting options. We aids businesses to acquire web presence by offering various hosting options all bundled with the latest technology in use today. Our customers can acquire corporate web presence on the Internet at very competitive prices that are served by lightning fast, state of the art, and industrial strength technology.

At Imedia we offer hosting on two types of operating systems.

- ❖ **UNIX Base.**
- ❖ **Window NT Base**

### ❖ **Web Designing**

We have a top-notch team that designs websites to serve our clients' business needs.

By combining our valuable strategic and creative branding experience with our technological capabilities, we are always able to deliver effective results.

Our award winning designers have strong competence in a vast array of technologies and always deliver a world-class project

We conceive, architect and build web businesses. By fusing strategy, creativity and technology we develop effective solutions that exploit the power of the internet and enable clients to build interactive relationships with their customers, suppliers and shareholders.

Our web solutions increase the competitive advantage of companies by enabling web technologies for their businesses. We specialize in ASP, PHP, HTM, Java, XML, Flash and other languages & tools

The World Wide Web is expanding daily and today it's one of the best and most inexpensive ways to give your business exposure. With millions of Internet users, having a website is a sure way of letting the local community and the world know that you exist.

The Internet is not just a trade directory, or a collection of product catalogue. People don not spend hours surfing the web just to look for goods and services. They come to be informed, or entertained, or in some manner – stimulated. And for website to build traffic, they need to do just that- stimulate the suffer, in a sustained manner, in the long term.

Here at Imedia, we call them Value – Added media designing

- ✓ The site and all of its contents to appear same on all end – user's screens.
- ✓ Optimizing images to reduce downloading time from the end – user's perspective.
- ✓ Text and graphics to be placed in the precise positions demanded by the aesthetics requirements of the site.
- ✓ Sites developed to run on secure servers in order to provide adequate security.

## ❖ **Print Media**

Brochure design, business brochures, corporate brochures, trifold brochures - Over years industrial B2B marketing allows us to quickly and efficiently create eye-catching and relevant graphic design with experience you can count on. An outstanding brochure design value whether you need simple product brochures or an entire catalog design, we have the artistry and technical expertise to get the job done.

Imedia Graphic Designing Services Include:

- ✂ Brochures
- ✂ Product Flyers
- ✂ Catalogs
- ✂ Posters
- ✂ Magazine & Newspaper Ads
- ✂ Logo & Brand Identities
- ✂ Business Stationary
- ✂ Corporate Profiles
- ✂ Flyers & Direct Mailers
- ✂ Event & Invitation Cards
- ✂ Calendars & Diaries
- ✂ Publication
- ✂ News Letter
- ✂ Annual reports
- ✂ Panaflex

## ❖ **Multimedia Presentation (CD Presentation / Video Documentary / 3D animation)**

We use the latest technology and tools to produce rich presentations – incorporating video, animation, database interactivity, voice-overs, etc.

We have the resources to complete the project from concept to delivery

**Imedia** build functional, informative and engaging multimedia solutions that directly support the sales and marketing efforts of our customers. Our customers have used the power of multimedia to convey their story with clarity and enthusiasm, using applications that are functional, informative, and truly engage their audience. Corporate capabilities, sales presentations, product catalogs, are just a few of the potential applications of multimedia technology.

### **Our ability**

Our ability to customize your multimedia presentation allows you to target your message directly to an audience of one. A general capabilities presentation can be customized into a key account presentation by including a 3D animation of your prospect's logo at the beginning and burning a single CD.

### **Quality Assurance**

Because CDs utilize digital information, you can be assured that every one made will present the same high quality, exactly as the original, and have a long shelf life without degradation.

### **Memorability and Persistence**

The dynamic nature of a multimedia presentation makes for a fun and memorable experience. You will hold your audiences' interest longer than with print, and they will keep your CD longer than your printed piece.

## Our Clients

At Imedia, we don't work for our clients. We work with them .This ethos of partnering our clients has helped us to build some of the most enduring relationship in the industry. Here are some of them

**Etihad Airways** is one of our satisfied printing clients, with whom we also have maintenance contract for print media support overall Pakistan

**Lucky Cement**, Our designed web sites effectively fulfill their requirements, we also have maintenance contract with.

**Pak Oman** is one of our satisfied web & printing clients, with whom we also have maintenance contract.

**Shah sons**, We deigned an effective web solution as well as all printing solution for Shahsons, and also have a maintenance contract.

**Ahmed Food**, Have a good experience of working on Ahmed Food web site.

**Millat Fans** is one of our most valuable web clients

**AGP**, We design an effective web & printing solution for AGP and also have a maintenance contract.

**Sanfaz**, Have a good experience of working on Sanfaz web site.

**Sanaullah** ,Have a good experience of working on Sanaullah web site.

**VIP Group**, Our exciting web & ERP software "Bridge" is running successfully in VIP Group & they are our very satisfied client.

**Dynex**, We designed an effective web solution for Dynex, and also have a maintenance contract.

**Hamdam Paper**, We designed an effective web solution for Hamdam Paper, and also have a maintenance contract & especially this site applied CMS.

**Hilal candy**, We designed an web portal

## Contact Us

If you would like to discuss how we could help your company or if you have any query please contact us

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