



Corporate Presentation of

MCM Advertising

serving you since 1970



MCM

**Stands for
Media and Consumer
Marketing Services**



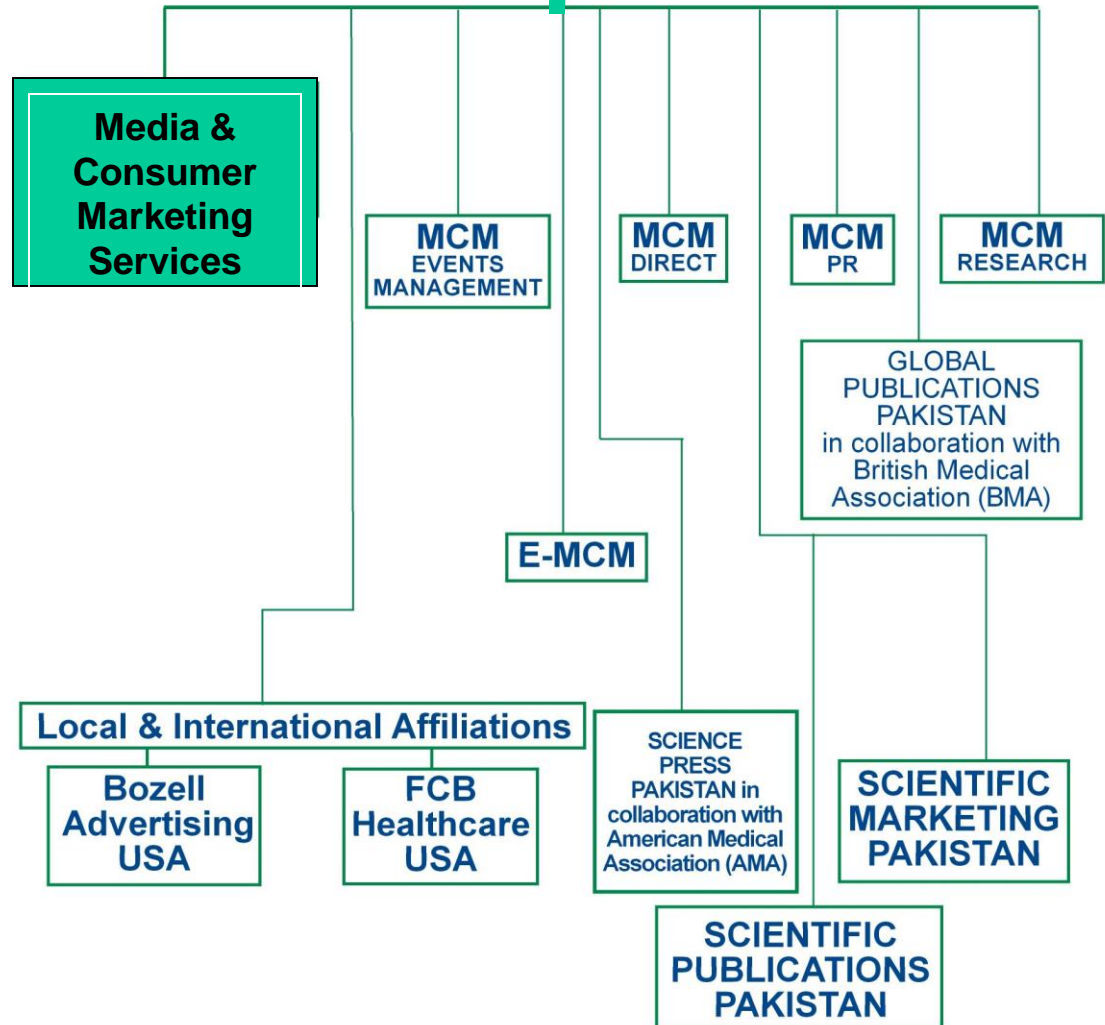


MCM Advertising

**is the
Leading
Advertising
&
Media Agency
of Pakistan**

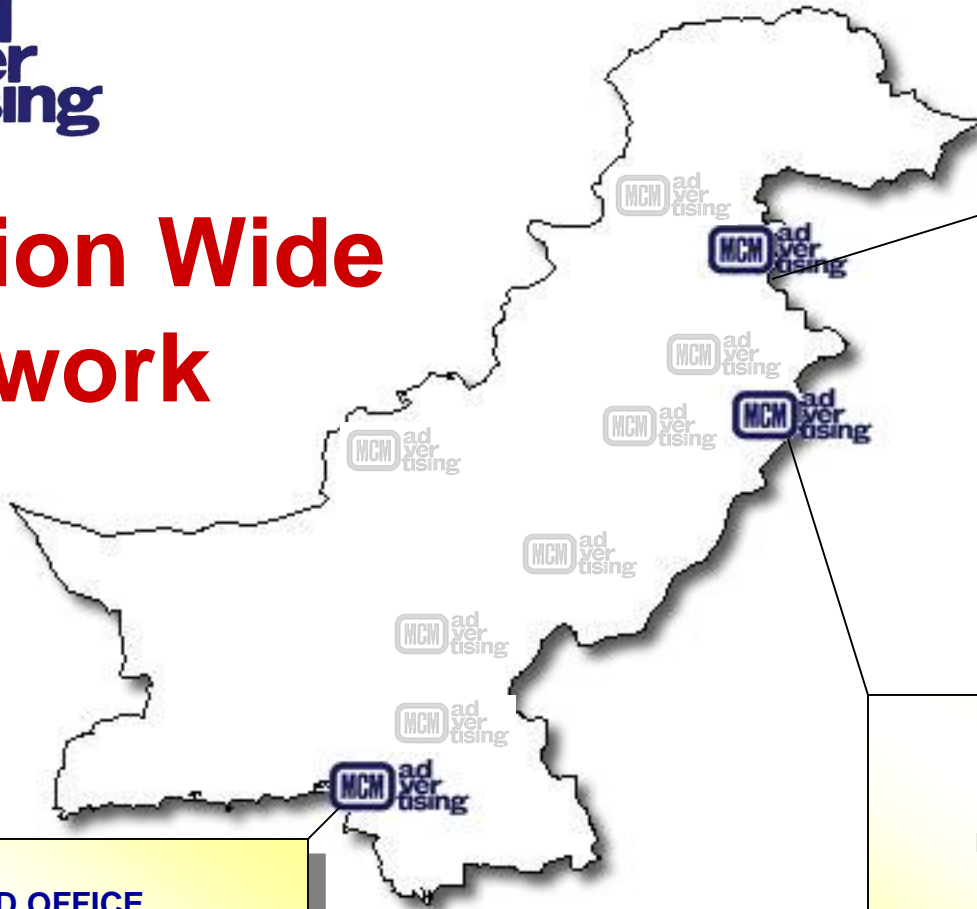


MCM NETWORK





Nation Wide Network



ISLAMABAD / RAWALPINDI OFFICE

Sanital, No. M-1895-B/9,
Chandni Chowk,
Murree Road, Rawalpindi, Pakistan.
E-Mail: mcmuprint1@gmail.com.

LAHORE OFFICE

S-625, Phase II,
Defence Housing Authority,
Lahore Cantonment
Pakistan

Tel: (92-42) 5720626
Tele Fax: (92-42) 5720626
E-Mail: mcmcreative1@gmail.com

HEAD OFFICE

MCM HOUSE: D-39, Block 7,
Clifton, Karachi,
Pakistan

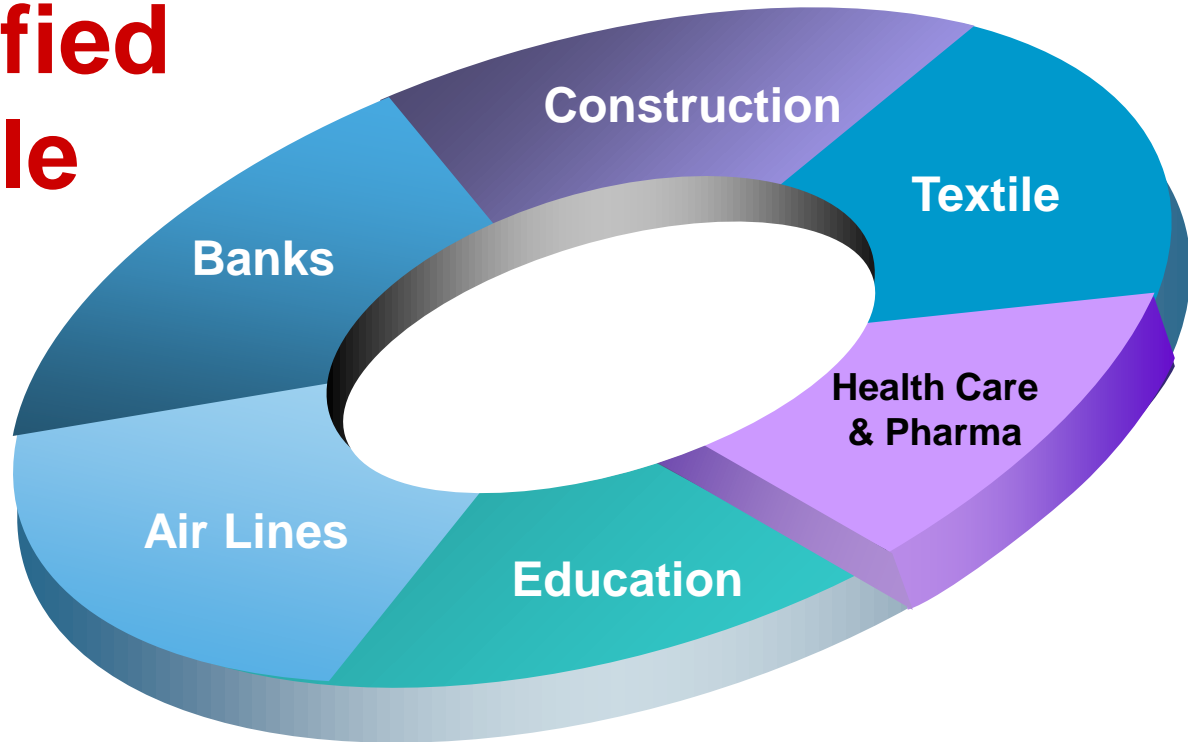
Tel: (92-21) 35370891-35374645,
0321-2887822
E-Mail: mcmadvertising@gmail.com

DESCRIPTION OF SERVICES

All Media Advertising including all its components i.e.

- **Media Buying**
- **Advertising Proposals**
- **Creative Planning**
- **Concept Strategy / Copywriting**
- **Artwork and Designing**
- **Audio-Visual Production**
- **Media Planning**
- **Releases to local and foreign print & electronic media**
- **Social Media Management**
- **OOH**
- **Direct Mailing**
- **PR / Silent Force Advertising**
Including arranging press conferences, interviews, newspaper supplements, panel discussions, focus groups, seminars and symposia

Diversified Clientele



HOW EVER THE MOST IMPORTANT CLIENT IS YOU!

Winning Edge

**Highly Trained & Experienced
Client Service Team
Doctors as Medical Writers
Professional Interviewing Team
Dedicated Departments**

Our Ads and Aids Influence Attitudes.....





Local Affiliations

MCM holds Membership of

Pakistan Advertising Association

International Advertising Association (IAA)

Chamber of Commerce and Industry

Marketing Association of Pakistan

In accreditation with

All Pakistan Newspapers Society

Pakistan Television Corporation

Pakistan Broadcasting Corporation

Direct Marketing Association of Pakistan

**Our
Ads & Aids
Influence
Attitudes**



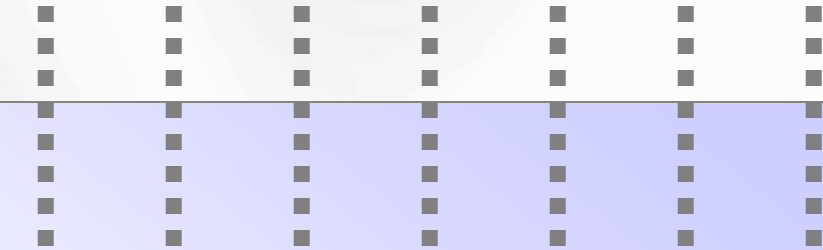
**International
Affiliations
&
Strategic
Partnership**



FCB Healthcare USA
Bozell Advertising Group
Wellness Worldwide
International Advertising Association
American Medical Association
British Medical Association
World Medical Media Group



Silent Force Services®



Arrangement of Press Conferences

Interviews of Opinion Makers

Newspaper Supplements

Exclusive Panel Discussions

Focus Group Seminars

Symposia

**Branded
Services**

Commando Services®

**Branded
Services**

**Rapid Action
Tactical Flood of
Marketing Activities**

**Bombardment of Inter-Action
Advertising Activities**

**Result Oriented Flashy
Strategic Campaigns**



Branded Services

Direct Marketing®

- ✓ Direct Mailing System
- ✓ BR System
- ✓ Introductions
- ✓ Test Marketing
- ✓ Sampling
- ✓ Tele Promotion
- ✓ Membership /Subscription Handling
- ✓ Response Evaluation
- ✓ Order Booking





Branded Services



Novelty Newsmaker®

Helps you make the news that the media covers
stage a special event,
do a survey and release the results,
sponsor a non-profit event or special project, participate in a co-promotion, give a speech or seminar, apply for/receive an award or special recognition.
- includes strategy, budget for implementation and timeline



Social Media Management

Social Media Marketing Services for all businesses.

We offer social media services, search engine services and website design services. We create and manage top-performing social media campaign for businesses. Our company manages social media network

Such as **Twitter, Facebook, Google Plus** and **Instagram** on your behalf.

We use relevant social media marketing services
to help businesses
Grow and meet their goals.

We help you achieve

- Your business Website Traffic
- Improve Conversions
- Brand Recognition
- Interaction with Key Audience



AWARDS & RECOGNITION



MORE THAN **14** AWARDS FOR

**BEST ADVERTISEMENTS
BEST CAMPAIGNS
BEST BUSINESS**

MORE THAN **15** NCCA AWARDS FOR NCCA

**CREATIVE CALENDARS
POSTERS & MAGAZINES**

RADIO PAKISTAN

**FIRST AWARD FOR RADIO COMMERCIALS
60 Sec, 30 Sec, 15 Sec,**

BEST DOCUMENTARY AWARD FOR

'DOCUMENTARY ON COTTON' BY EGYPT COTTON COUNCIL

MORE THAN **15** PAA AWARDS FOR

**CREATIVITY, COPY,
CAMPAIGN, PACKAGING**

WINNER OF **IST** IAA GOLD AWARD
FOR BEST CAMPAIGN 'RURAL PAKISTAN'

OUTSTANDING AGENCY IN ASIA AWARD FROM
'INTERNATIONAL MARKETING & MEDIA'

MORE THAN **50** AWARDS FROM PROFESSIONAL BODIES



RH
an agency

**THAT SPEAKS
YOUR LANGUAGE**

YOU WILL BE IN GOOD COMPANY

Take a look at the individual advertisements.
specialised services we offer. Our skilled specialists know
Services that cover all complexities your products because they under-
of medical promotion. Developing and stand and speak your language. They
producing detailing aids. Planning a believe in meeting exacting needs of all
new product launch. Creating advertising situations.

**Before we talk "advertising" we talk selling, the language
that matters to you.**



MEDIA & CONSUMER MARKETING SERVICES

a complete sales promotion and advertising service

Letter of Accreditation



Ref:APNS/2019/ 280

January 15, 2019

TO WHOM IT MAY CONCERN

This is to certify that M/s. MCM Advertising (Pvt.) Ltd. is an accredited advertising agency of the All Pakistan Newspapers Society (APNS) since January 15, 1984. The agency has a good track record of payment of reported dues of APNS member publications and never been suspended during its accreditation.



(Dr. Tanvir A. Tahir)
Executive Director
APNS

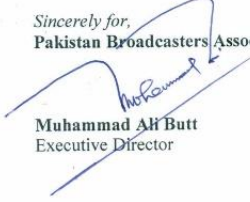
January 17, 2019

To Whom It May Concern

This is to certify that M/s. MCM Advertising is accredited advertising agency with Pakistan Broadcasters Association.

The agency has a good track record for payment of reported outstanding dues of PBA Member Broadcasters.

Sincerely for,
Pakistan Broadcasters Association



Muhammad Ali Butt
Executive Director

MCM ad
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Book No.B 06068

Serial No.B 606795

MEMBERSHIP CERTIFICATE

Name & address of ~~Member~~ *Pakistan Advertising Association*
Association

ST-4, Block-3, Opp. T.O. Clinic, Gulshan-e-Iqbal,
(Affiliated with the Federation of Pakistan Chambers of Commerce & Industry)
Karachi

CERTIFIED that *M.C.M. Advertising*
(name and address of Member Firm / Company)

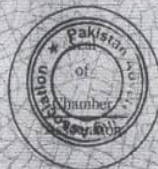
Eveready Chambers, M. Bin. Qasim Road, Karachi.

G.S.T. No. *S-0818721-5* N.T.N. No. *0818721-5*

is a member of this ~~Chamber~~ *Pakistan Advertising Association*
Association

THIS CERTIFICATE shall be valid upto the *31-03-19* unless
(date)

otherwise notified to the NTN / GST Registration authority / Scheduled Bank
concerned.



Given on this *15th* day of *Feb* 20 *18*

Signature of Secretary General

Waqar H. Haidri
VICE CHAIRMAN

Tariq Rasheed
SECRETARY GENERAL



**GOVERNMENT OF PAKISTAN
REVENUE DIVISION
CENTRAL BOARD OF REVENUE**

NATIONAL TAX NUMBER CERTIFICATE

(Issued under section 20 of the Finance Act, 1999)

National Tax Number (NTN) 0818721-5

Name: MCM ADVERTISING


Address: EVEREADY CHAMBERS MUHAMMAD BIN
QASIM ROAD I. I. CHUNDRIGAR ROAD
KARACHI

Status/Nature: REGISTERED FIRM

NIC/Firm Reg./Company Inc. Number. 27391

*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 wherever it is affixed.*

Date of Issue 02/08/2001


Riaz Husain Naqvi
Chairman

GOVERNMENT OF PAKISTAN
PRESS INFORMATION DEPARTMENT

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No.F.15(112)/2018-Advt.

Islamabad: April 26, 2019.

Subject:- ENLISTMENT OF M/S MCM ADVERTISING (PVT.) LTD.,
RAWALPINDI.

Reference your letter No.NIL dated 11.10.2018 on the subject noted above.

2. M/s MCM Advertising (Pvt.) Ltd., has established a new office at Rawalpindi.

The agency office address is given below:-

M/s MCM Advertising (Pvt.) Ltd.,
Office # 4, First Floor, Sarwar Plaza,
Murree Road, Shamsabad,
Rawalpindi.

Ph. No. 051-4935696 Fax No. 051-4935686.

3. You are hereby informed that your request for enlistment with this Department for advertisement purposes has been approved. However, the release of advertisement of any government department will be subject to approval of this Department.

4. Furthermore, you are directed to convey any change of address in future, if any,

5. This issues with the approval of the Competent Authority.


(AHSAN ISHAQ)

Assistant Director (Advertisement)

✓ **Mr. Irfan Mehmood,**
Regional Director,
M/s MCM Advertising (Pvt.) Ltd.,
Office # 4, First Floor, Sarwar Plaza,
Murree Road, Shamsabad,
Rawalpindi.

MCM **ad**
ver
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AWARDS AND RECOGNITION



BY PRINCE FAL

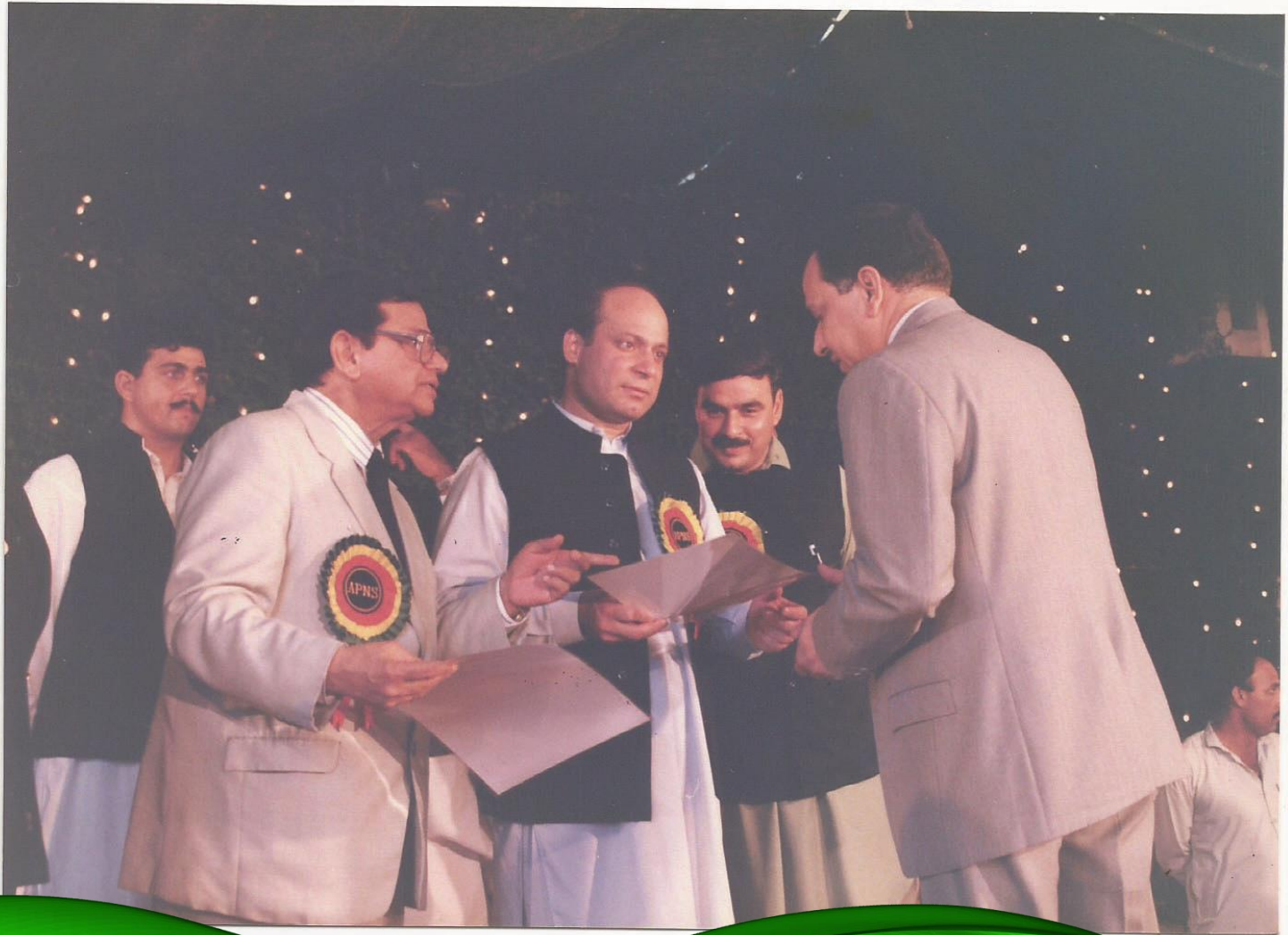








BY PRINCE PAL



BY PRINCIPAL



BY PRINCE PAL







Our Ads and Aids Influence Attitudes.....