

HappaTM

SOCIAL MEDIA

COLLECTION

2023 ©

Social media is not a media.
The key is to listen, engage
and build relationships.

David Alston.

Rationale:

Caviar is a fine dining restaurant that emphasizes luxury food, having an exceptional dining experience and being surrounded with high-end interiors.

We wanted to showcase and highlight what Caviar is and the experience it entails, making it visually appealing with art and design cohesive enough to take you on a journey not just about food but about the lasting impression it creates for food connoisseurs.



Scope of Work

Branding | Strategy and Campaign Development
Social media management | Design and Creative | Photography & Videography

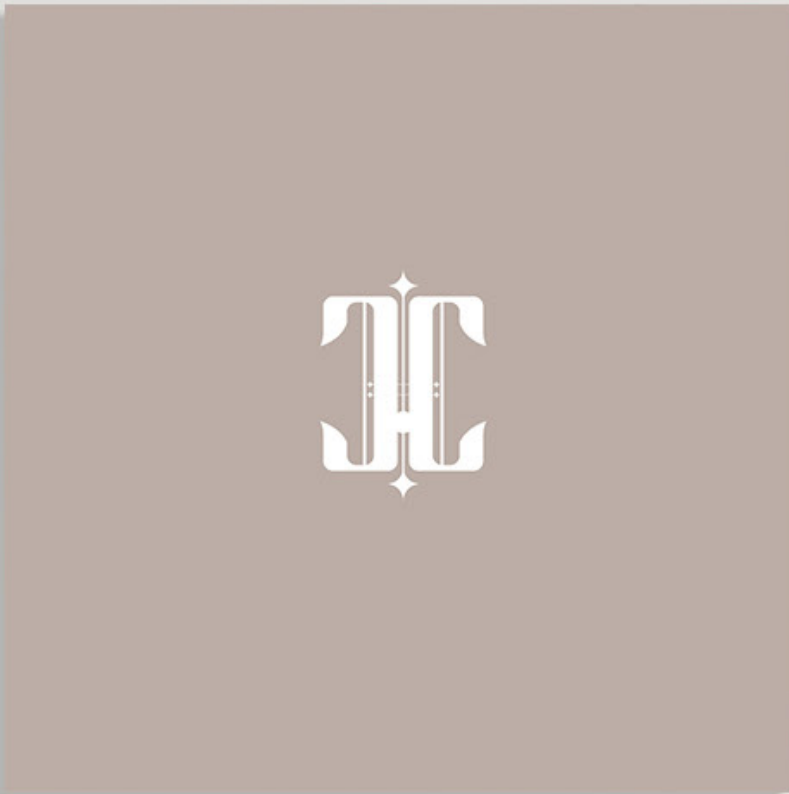
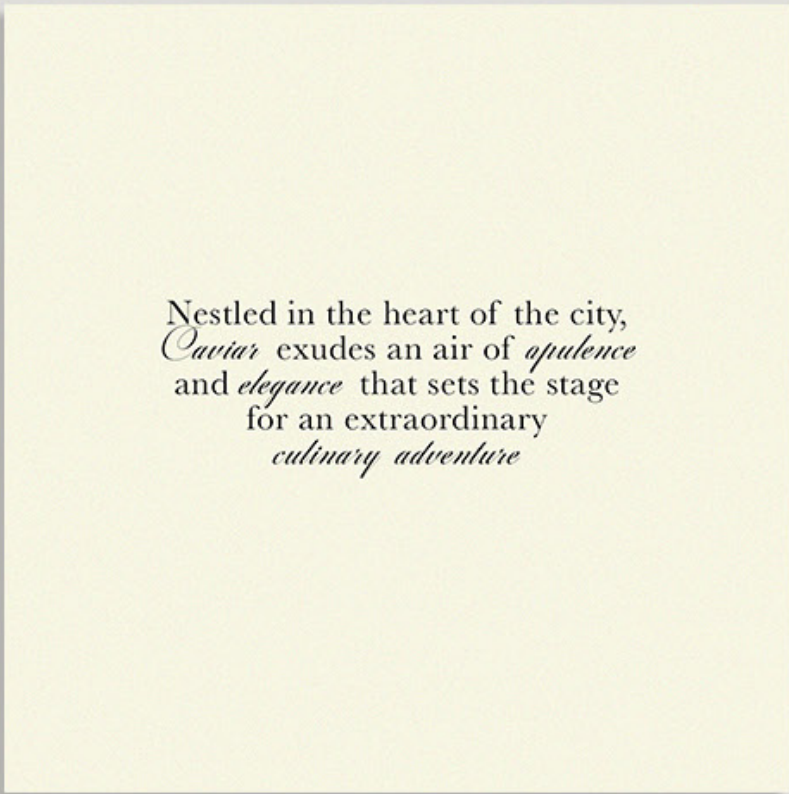
Analytics:

201

Facebook likes

3.2k

Instagram (organic)



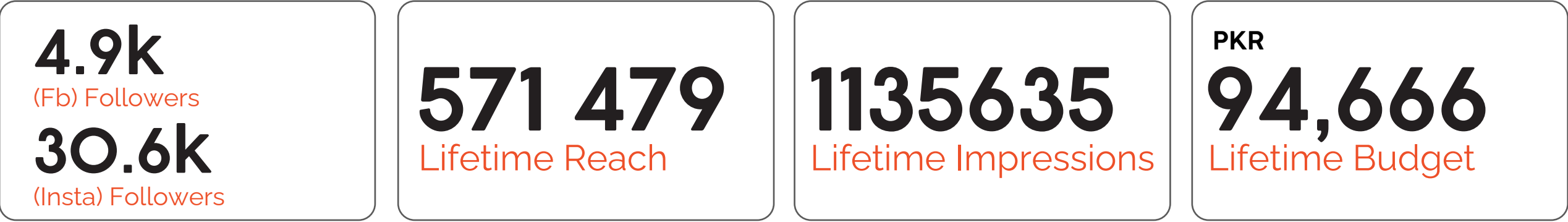
Baked

Rationale:

Baked is a retail marketplace where home-based bakers and high-quality vendors showcase their products. Through the fusion of visual aesthetics and strategic placement, our partnership with Baked has accomplished significant objectives, contributing to its robust market standing at present.

Scope of Work

Strategy and Campaign Development | Social media management
| Design and Creative | Photography & Videography | Performance marketing



Rationale:

A visionary high-end streetwear clothing brand that set out to revolutionize the streetwear culture in Pakistan

Campaigns for BLK were designed to disrupt the status quo, encouraging Millennials and Gen Z to embrace their individuality fearlessly. "Drippin' BLK", a campaign based on collaborations with musicians, artists, stylists, etc.

Scope of Work

Strategy and Campaign Development | Social media management | Design and Creative

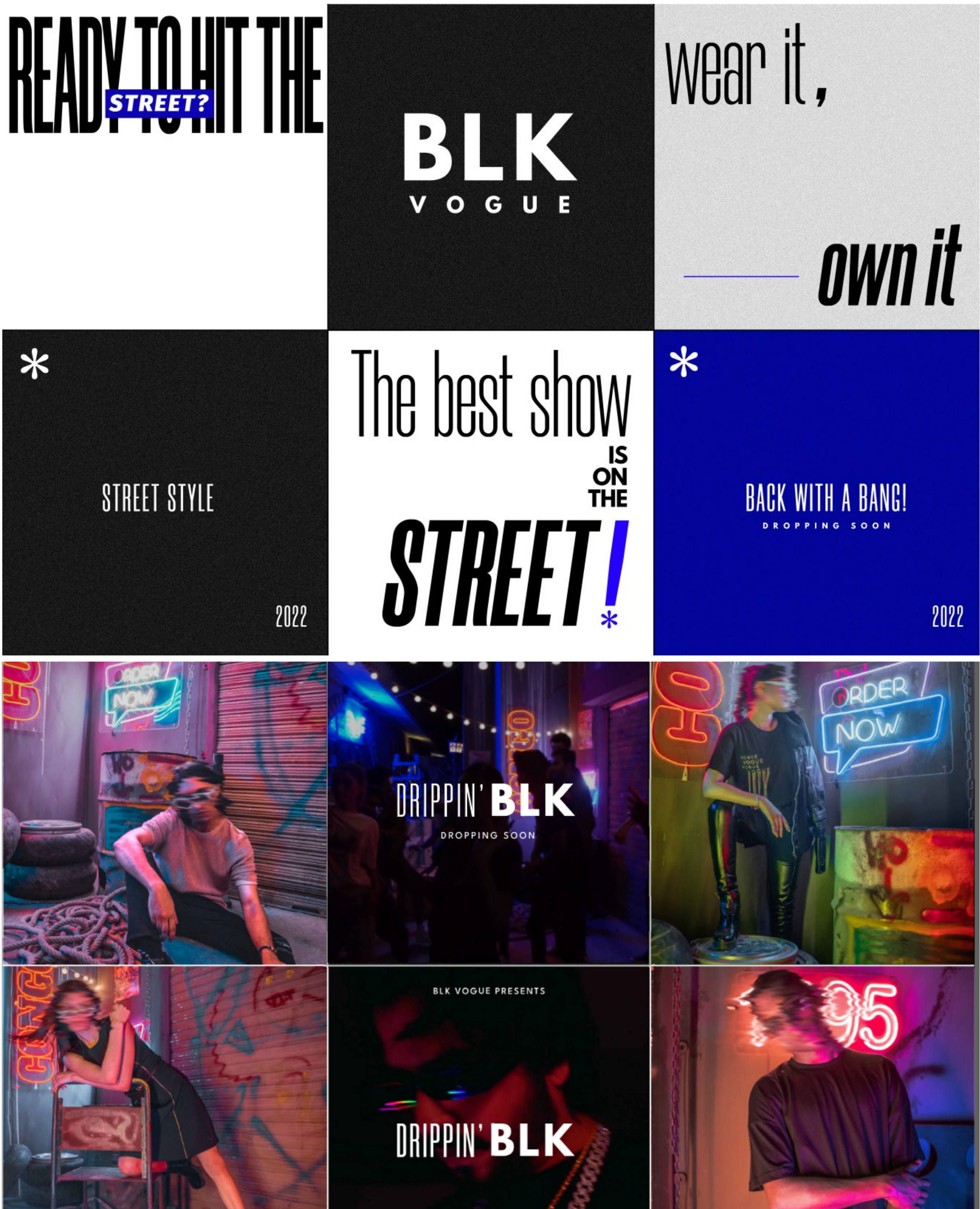


4,262,884

Impressions

Rs 189,519

Ad spent







Rationale:

Our work for Century Ceramica has been a dynamic exploration into the world of locally manufactured ceramic tiles, where artistry meets functionality.

We successfully accentuated the economic value and durability of Century Ceramica's tiles, while infusing a touch of luxury and elite allure through meticulously crafted social media campaigns.

Scope of Work

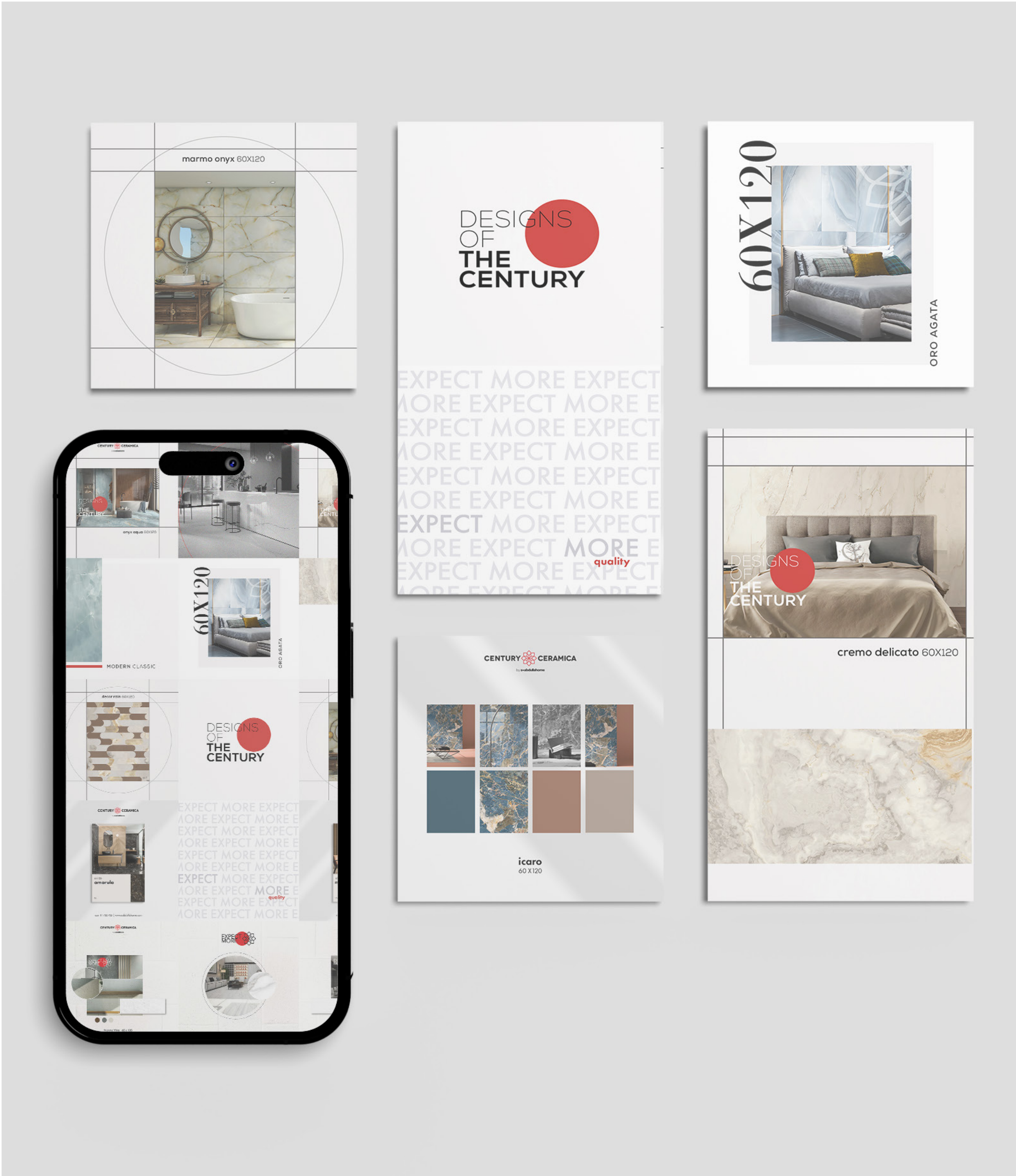
Strategy and Campaign Development | Social media management
| Design and Creative | Photography & Videography | Performance marketing

12k
(Fb) Followers
4.9k
(Insta) Followers

1 884 773
Lifetime Reach

6.2mn
Lifetime Impressions

PKR
1 138 137
Lifetime Budget





Rationale:

Meridian 92, a prominent tour and travel company specializing in Pakistan Tours and Gurdwara Tours for Sikhs, is based out of the UK.

Our launch strategic efforts have been centered around illuminating the profound economic value and fostering an image of a comfortable and reliable organization that curates transformative journeys for spiritual seekers and adventure enthusiasts alike.

Scope of Work

Branding | Strategy and Campaign Development | Social media management | Design and Creative

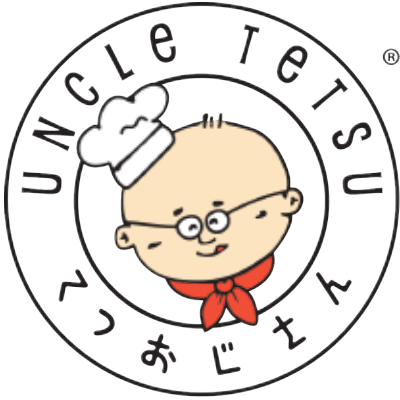
35

Facebook

23

Instagram





JAPANESE BAKERY CAFE

Rationale:

The world famous Japanese cheesecake came to us for their brand launch in Pakistan. Keeping in mind their quirky persona and a clear objective of driving traffic and creating awareness we came up with a memorable campaign. Hai, Chizu!

Scope of Work

Branding| Strategy and Campaign Development | Social media management | Design and Creative| Photography & Videography

7K

Facebook

10k

Instagram





Rationale:

Collaboration with SSI, a cutting-edge technology and IT company specializing in providing software solutions to international enterprises requires an understanding of the industry as well as creating employer branding across all mediums to engage with the audience.

Scope of Work

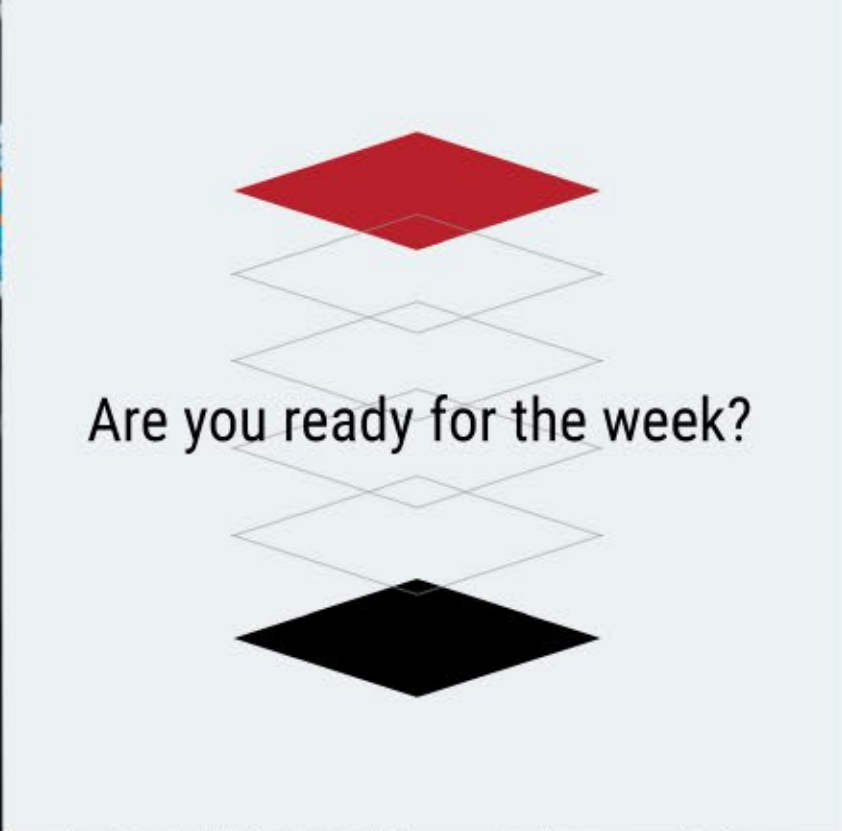
Strategy and Campaign Development | Social media management | Design and Creative| Photography & Videography

7.3k

Facebook

1332

Instagram



We have a culture of empowering our people in trying out new ideas and approaches



'23





Client: Luxur
Product: Ride sharing Limo service



Rationale:

Luxur offers chauffeur driven luxury car services in Atlanta, USA. With a clear objective to create awareness via social media and geo fencing, we created a launch campaign that also linked to pre-launch for their app.

Scope of Work

Branding| Strategy and Campaign Development | Social media management | Design and Creative

20,824,795	Rs. 2,168,984	26,030,994
Impressions	Ad Spent	Reach





Client: Pepperland
Product: Children's Clothing



PEPPERLAND®

Rationale:

A local kidswear brand focusing on casual western wear and occasion wear, our partnership included completely reimagining the branding through content, design and visual. We also launched their instagram channel in 2017.

Scope of Work

Branding| Strategy and Campaign Development | Social media management | Design and Creative|
Photography & Videography

179K

Facebook

129k

Instagram

3.4%

Organi Reach





Rationale:

Collaborating with Diamond Direct, a purveyor of bespoke Rolex watches adorned with exquisite diamonds and a curated collection of fine jewelry, has been a journey into the realm of opulence and exclusivity.

Scope of Work

Strategy and Campaign Development | Social media management | Design and Creative| Photography & Videography| Performance marketing

29k

(Fb) Followers

317.8k

(insta) Followers

11 559 846

Lifetime Reach

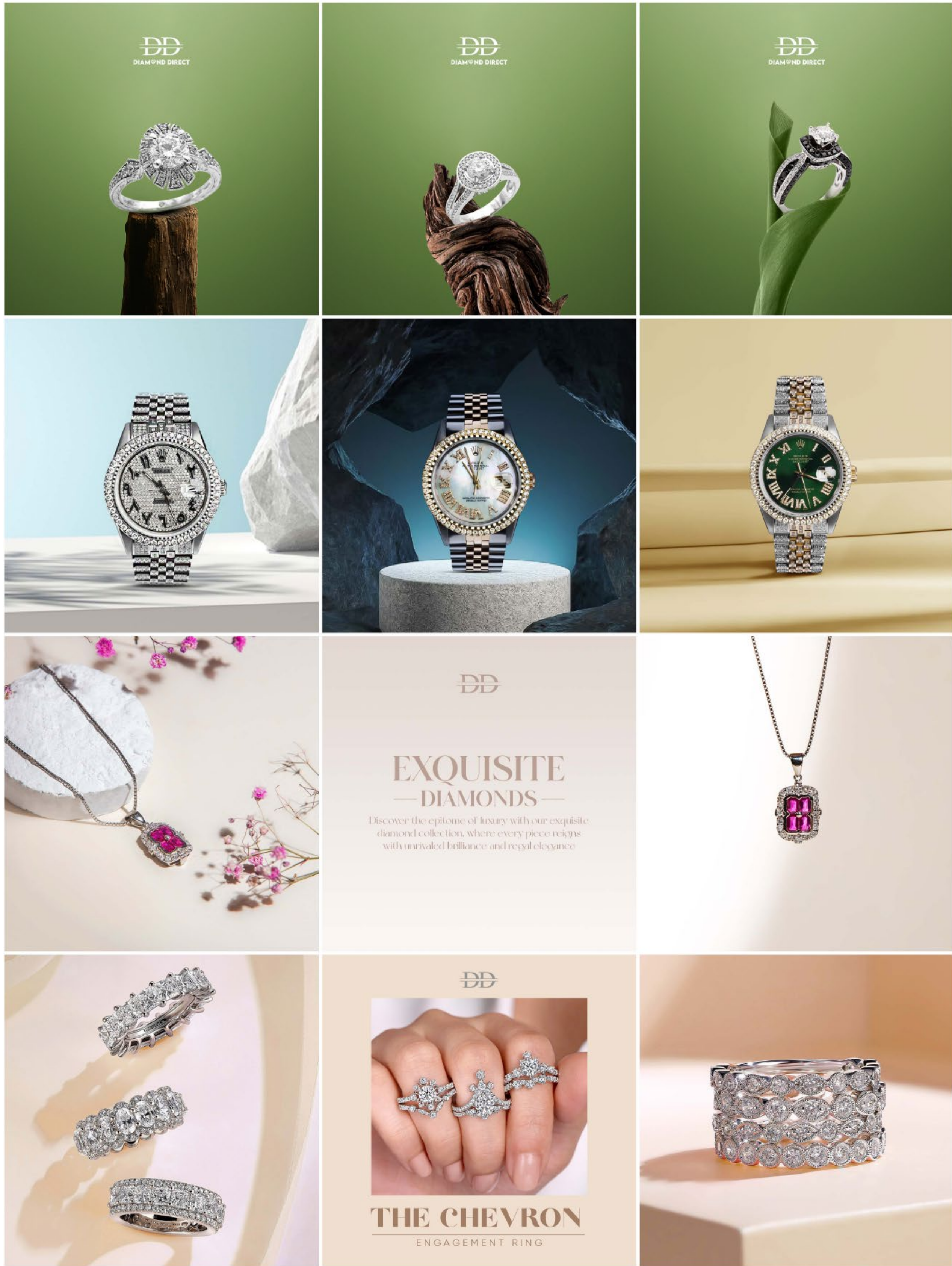
40 552 069

Lifetime Impressions

PKR

2 450 601

Lifetime Budget



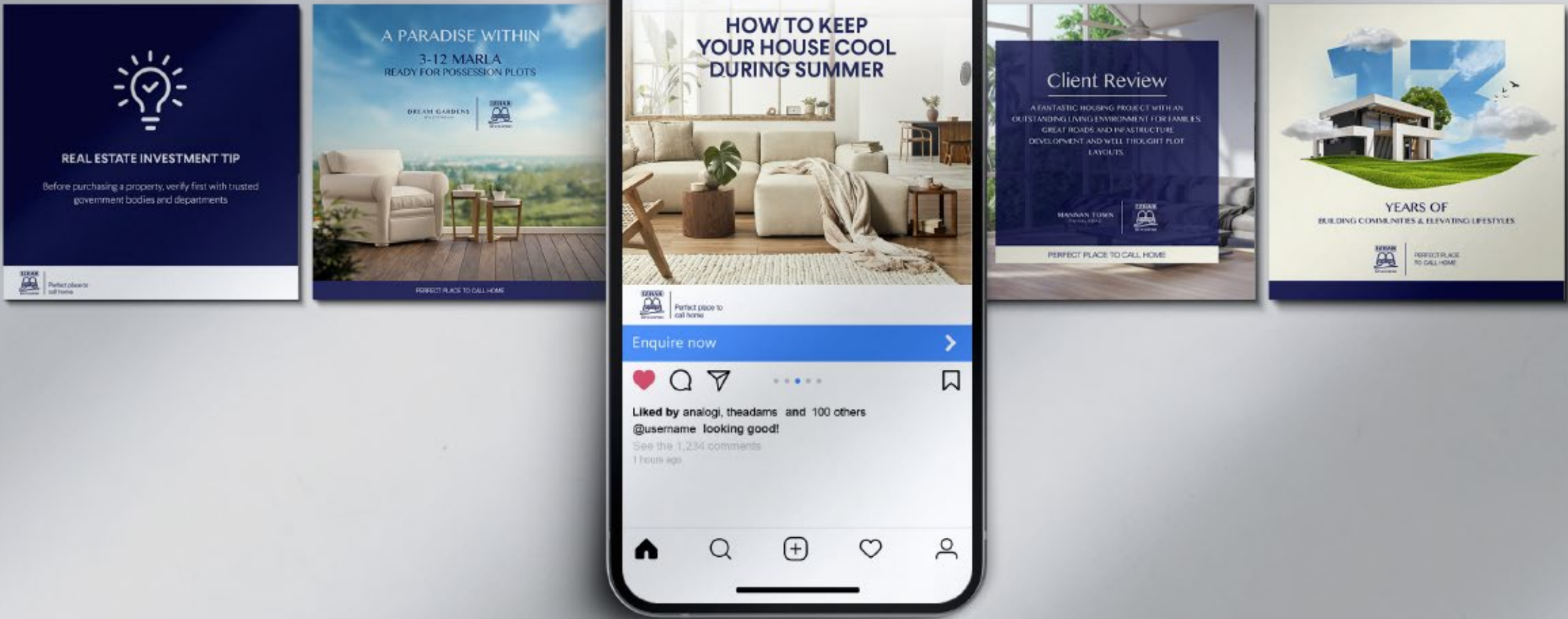


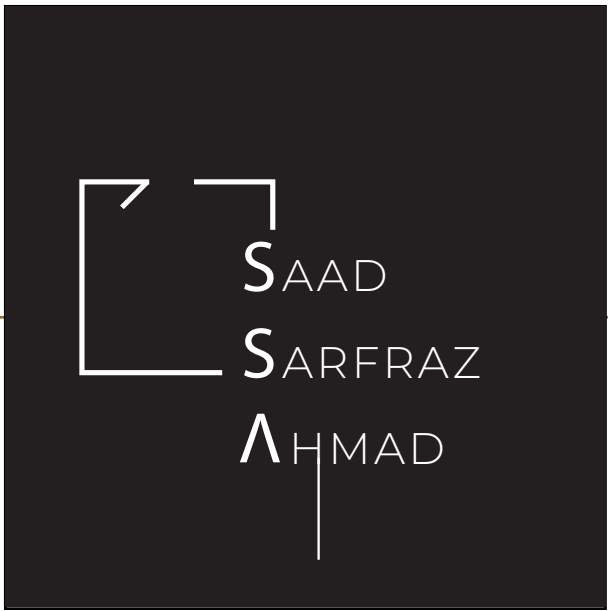
Rationale:

As a digital and advertising agency representing 'Izhar Monnoo Developers,' we have represented this trusted real estate developer for the past five years. Our campaigns targeted investors and those seeking gated communities. By combining project visuals, updates, and emphasizing trust and quality, we achieved impressive engagement rates and generated promising leads, elevating the brand's status and transforming it into a successful real estate company.

Scope of Work

Strategy & Campaign Development | Social Media Management |
Design & Creative | Performance Marketing





Rationale:

Our client, Saad Safraz Ahmad is a dynamic architect, with a diverse portfolio spanning residential, commercial, and public projects. He is known for his creative vision and attention to detail. His designs blend functionality, aesthetics, and sustainability with the aim of shaping environments that inspire and endure.

Scope of Work

Strategy and Campaign Development | Social media management | Design and Creative

360

(insta) Organic

minimal,
open,
geometric

The office layout is a product of personal design philosophy and functionality aligned with client's vision and aesthetic preference.

SAAD SARFRAZ AHMAD

office layout
drawing

A dynamic and multi-faceted design embodying a balance between functionality, aesthetics, and sustainability.

SAAD SARFRAZ AHMAD

clean.
simplified.
functional.

SAAD SARFRAZ AHMAD

SAAD SARFRAZ AHMAD

Through the integration of both natural and artificial lighting, the objective is to establish an office setting that fosters heightened productivity.

optimised
lighting
zones

ssathearchitect

SAAD SARFRAZ AHMAD

Ali & Ali

Architectural Marvel, 'Ali & Ali', was approached with an emphasis on understanding and incorporating the client's vision from the outset, paving the way to align personal design philosophy with the client's aspirations.

The final outcome is a unique & customized design that reflects commitment to creating spaces that not only meet the client's objective but also foster a sense of well-being and sustainability.

SAAD SARFRAZ AHMAD

architecture
is inhabited
sculpture.

- Constantin Brancusi

SAAD SARFRAZ AHMAD

archived
works

SAAD SARFRAZ AHMAD

sustainable.
enduring.
innovative.

SAAD SARFRAZ AHMAD

architectural
lens

With a passion for creating spaces that inspire and elevate the human experience, Saad brings a unique perspective to every project.

SAAD SARFRAZ AHMAD

SAAD
SARFRAZ
AHMAD

SAAD SARFRAZ AHMAD

Saad
Sarfraz
Ahmad

An accomplished architect who seamlessly blends creativity and practicality in his designs.

With a portfolio reflecting his philosophy, Saad Sarfraz Ahmad continues to shape environments that leave a lasting impression.

SAAD SARFRAZ AHMAD



Rationale:

Collaborating with Naveena Denim NDL, a distinguished Denim Fabric Mill renowned for its trailblazing contributions to the global apparel industry, has been a creative endeavor. Our captivating social media campaign titled "Future is Denim," proved to be a resounding success in effectively conveying NDL's pivotal role in advancing denim fabric as the fabric of the future.

Scope of Work

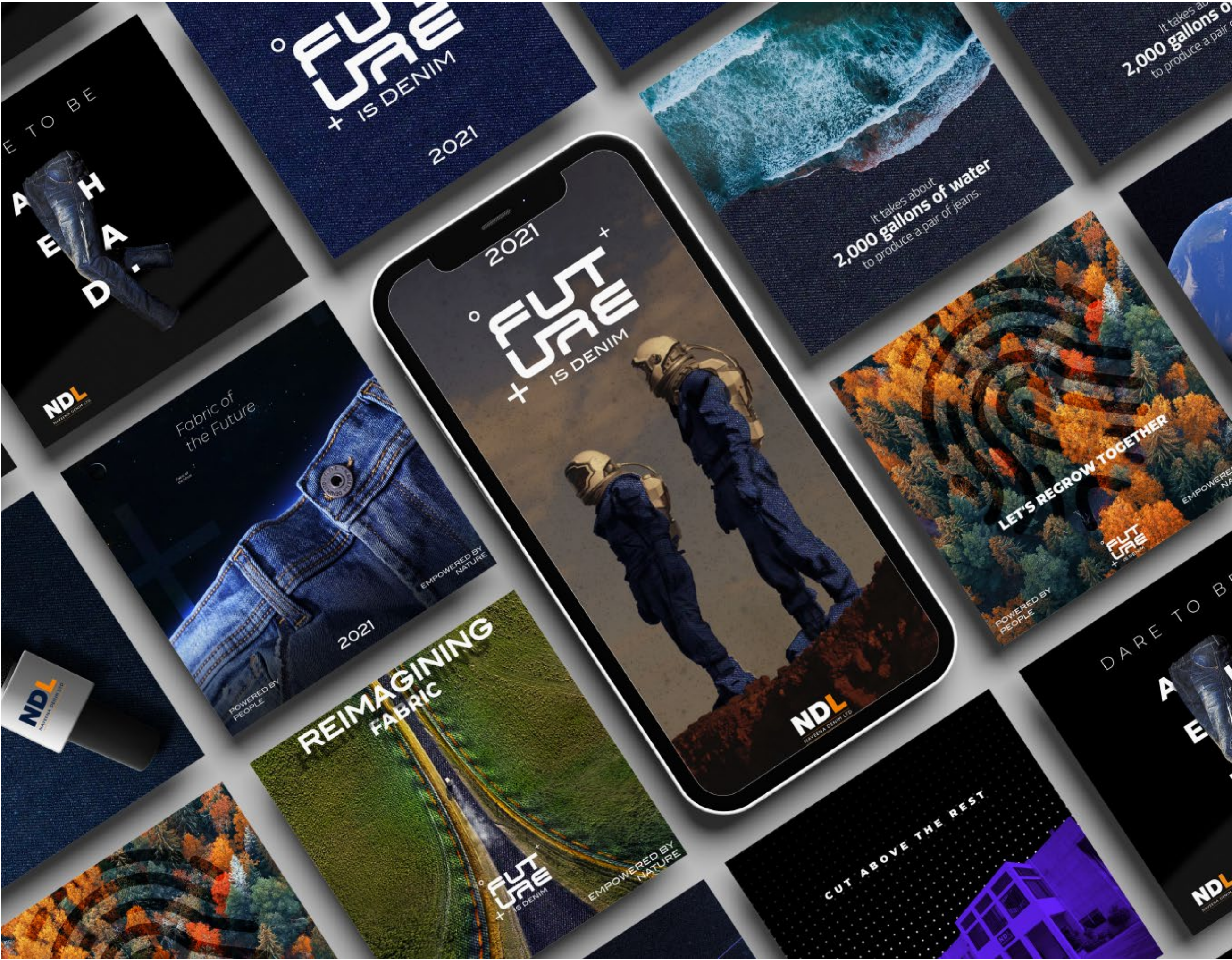
Strategy and Campaign Development | Social media management | Design and Creative

360

Facebook (organic)

1805

(Insta) Organic



Rationale:

S. Abdulla Home is a furniture and interior design retail experience with nationwide and online presence. The "Beyond Infinity" campaign is a celebration of individuality and unique design, utilizing creative visuals geared at unlocking the infinite potential of living spaces where the concept of infinity becomes a tangible reality.

Scope of Work

Branding| Strategy and Campaign Development | Social media management |
Design and Creative | Photography & Videography | Performance marketing

99k

(Fb) Followers

31.4k

(insta) Followers

25 246 535

Lifetime Reach

94 208 815

Lifetime Impressions

PKR

6 489 383

Lifetime Budget



Roca



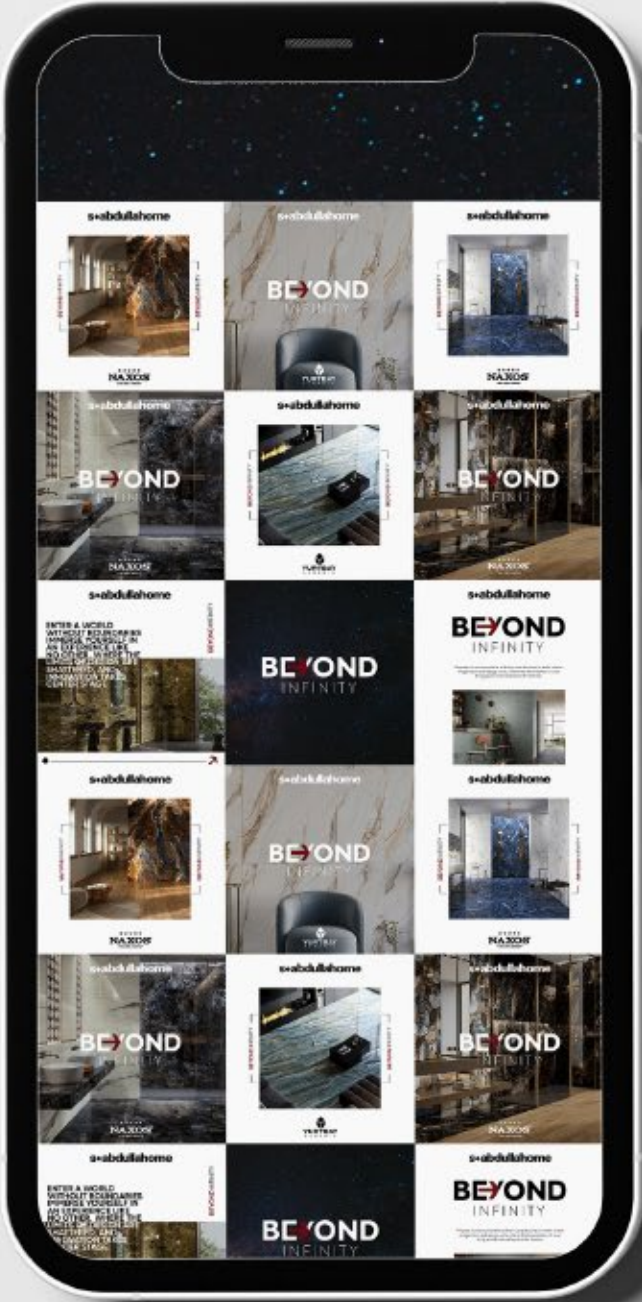
DOĞTAŞ



sabdullaFurniture



BEYOND
INFINITY





Rationale:

SHD is an award-winning furniture design house based in Denver, Colorado. The branding strategy for Sara Hayat encompasses a compelling social media initiative. Seamlessly weaving tales of heritage, historical eminence, and visionary aspirations, it breathes life into the essence of the premium pure wood furniture brand.

Scope of Work

Branding | Strategy and Campaign Development | Social media management | Design and creative | 3D animation and renders | Performance marketing

4k

(Fb) Followers

15k

(insta) Followers

3 499 387

Lifetime Reach

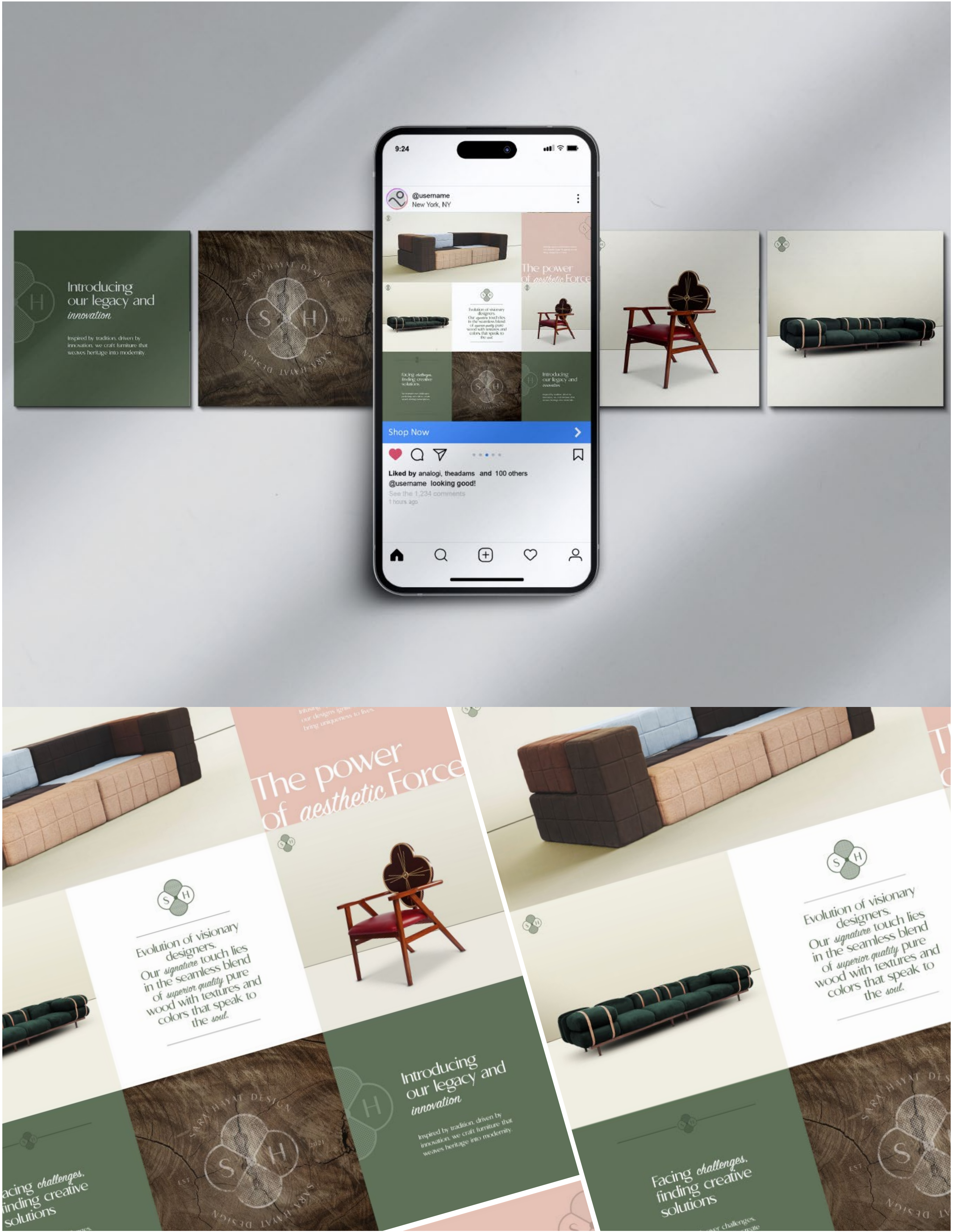
9 338 866

Lifetime Impressions

PKR

\$8500

Lifetime Budget





Rationale:

VeggiTech is a pioneering smart farming company based in the UAE with a focus on agritech and hydroponic farming. Launching soon in Pakistan, they look forward to driving sustainable change and technological innovation.

Scope of Work

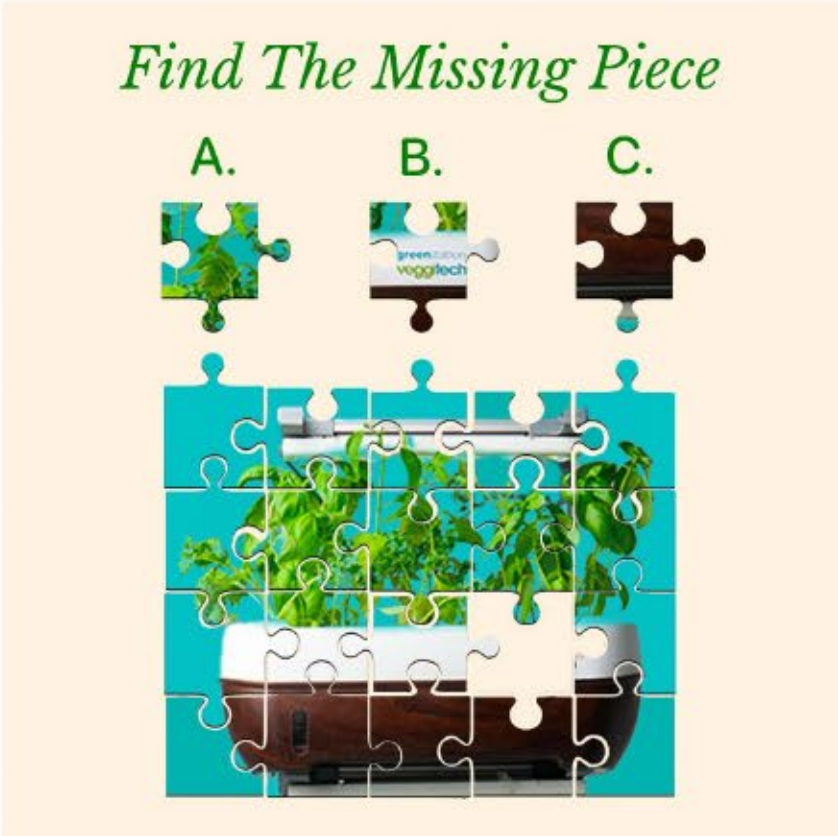
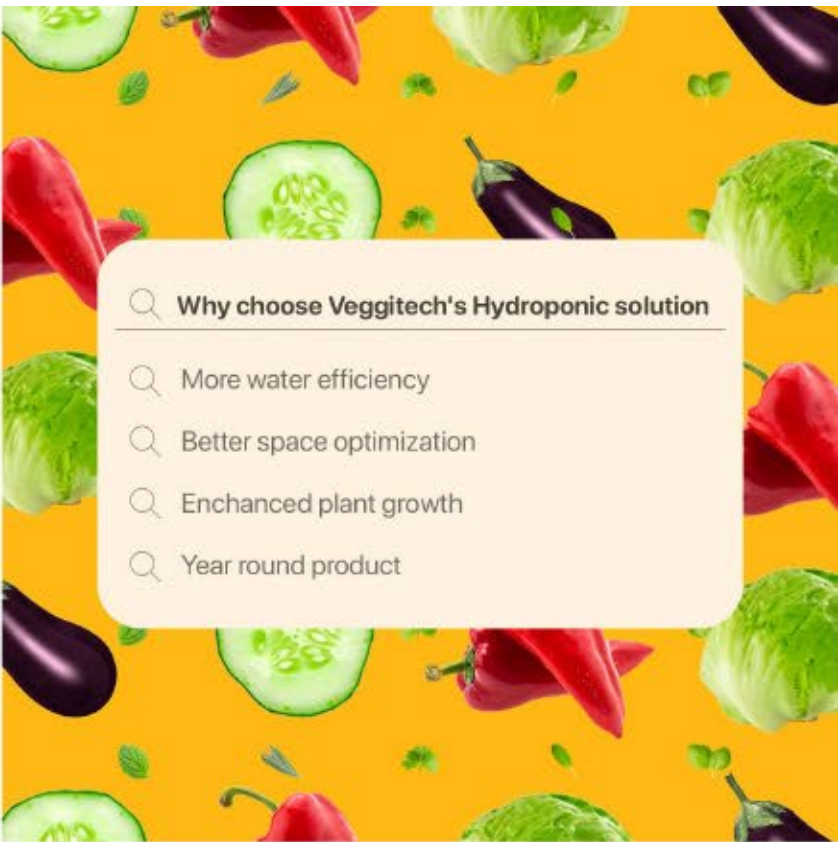
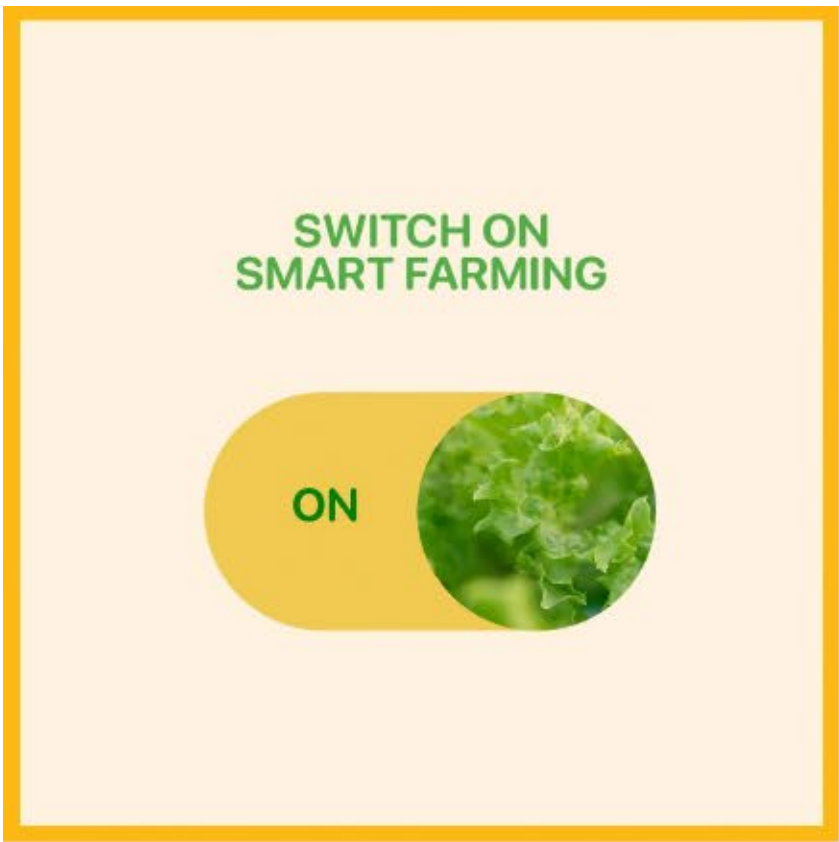
Strategy and Campaign Development | Social media management | Design and Creative

12

(insta) Followers

71

(Fb) Followers





Rationale:

Evercare Hospital is a 240 bed multi disciplinary hospital and the flagship hospital for the Evercare Group in Pakistan. We collaborated with them for over two years including the COVID lockdown.

Scope of Work

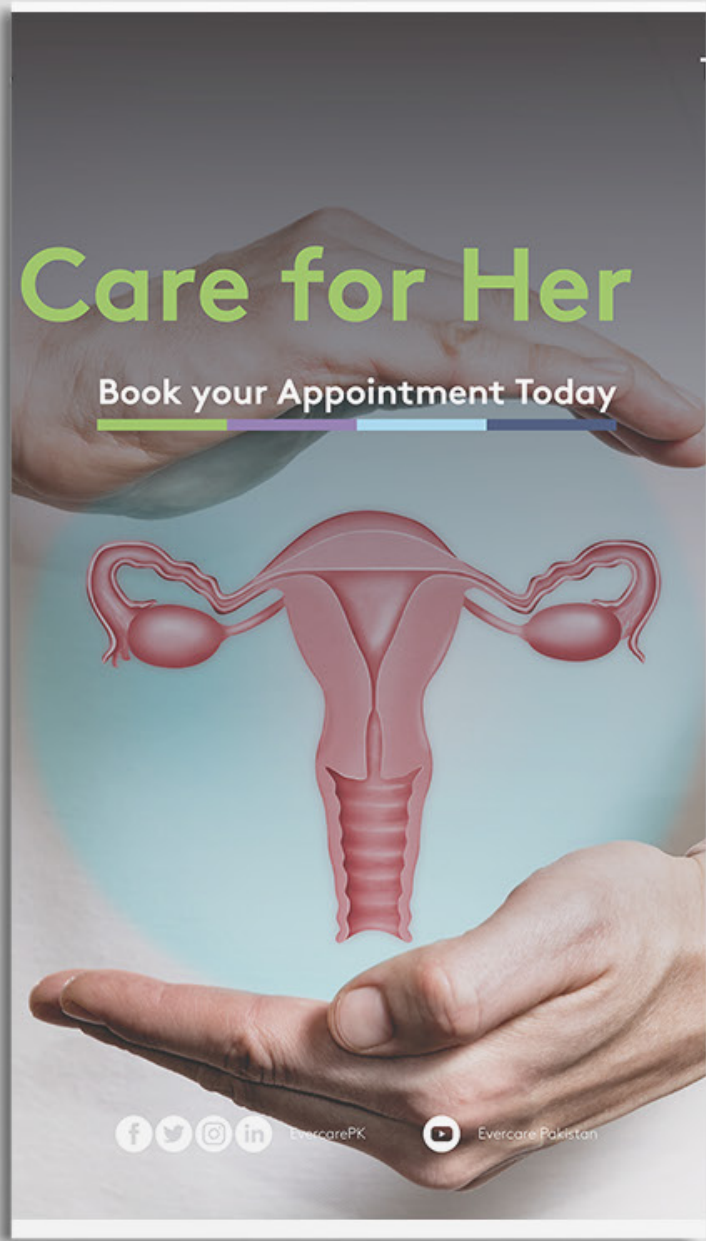
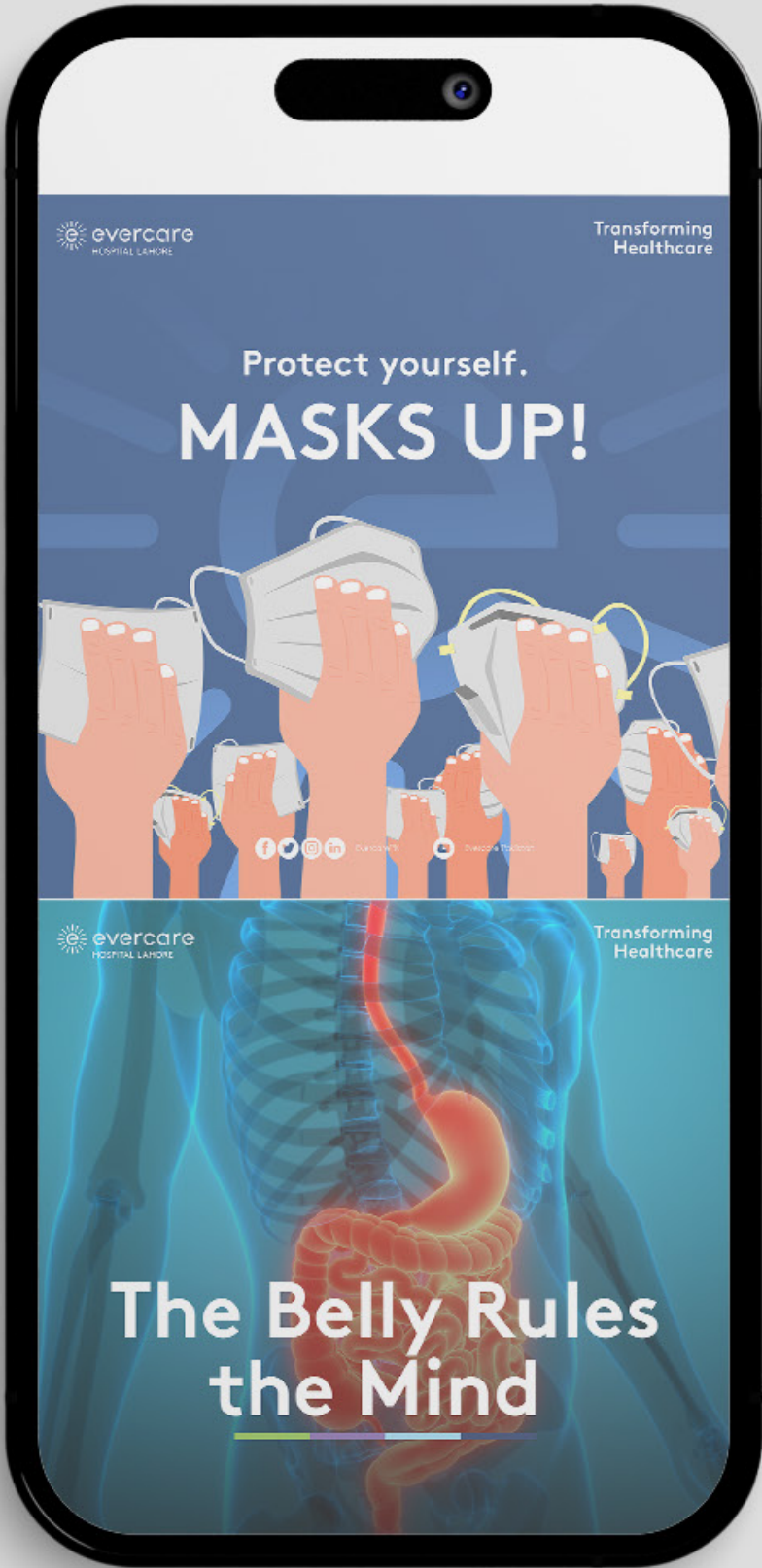
Branding| Strategy and Campaign Development | Social media management | Design and Creative| In house branding and communication

5K

(insta) Followers

38K

(Fb) Followers



TM
HAPPY
HAPPY
HAPPY
HAPPY