



# COMPANY PROFILE

EXPERIENTIAL  
MARKETING

**NIQUE**

It's about the experience!





01

# INTRODUCTION





## WE ENSURE YOUR BRAND IS EXPERIENCED AT ITS VERY BEST !

“ Our Experiential Marketing Agency has an innovative team that continuously seeks fresh ways to activate brands and connect them with engaged audiences. Whether it's a product launch, sampling activity, a live event, or any other experience, we create unique moments that impact, influence, and leave a lasting impression on the audience.

We are memory creators; resourceful creatives that activate emotions and ensure that your brand's quality and messaging are perceived as you want them to be. We strive every day to make sure your audience experiences you at your very best.”



# LEADERSHIP

MEHBOOB SULTAN – MANAGING DIRECTOR **UNIQUE EVENTS**

- 26 YEARS OF EXPERIENTIAL EXCELLENCE
- ONE OF THE BIGGEST NAMES IN PULLING OFF PAKISTAN'S LARGEST ACTIVATION & EVENTS
- VAST EXPERIENCE IN PLANING + IMPLEMENTING ON-GROUND CAMPAIGNS
- STRATEGIC APPROACH, BUDGET PLANNING.
- EXCELLENT INSIGHTS TO ENSURE BRAND CONSISTENCY
- EXPERIENCED IN EXECUTING NATIONWIDE SPREAD NUMEROUS PROJECTS
- **REGIONAL MANAGER ACTIVEMEDIA AUG-2012---- AUGUST 2020**
- **(MAIN PROJECT S- COKEFEST/SOULFEST, COKE STUDIO LAUNCH, Mobilink Shugalpur, Zong 4G Bus Activation , COKE MULTII PRODUCT SAMPLING STORE ACTIVATIONS AND MANY MORE EVENTS AND ACTIVATIONS**
- **CREATIVE METHODS OF ENGAGEMENT**
- **CHIEF SECURITY OFFICER AT SOUL FESTIVAL FROM 2022 TILL DATE**
- **PROJECT MANAGER ACTIVATIONS FOR P&G (CONSUMER DIRECT 2004 TO 2012)**
- **PROCTOR & GAMBLE: DTC EXECUTION NATIONWIDE**
- **MAIN PROJECTS,DDS,STORE ACTIVATIONS,RURAL ACTIVATIONS,MALL ACTIVATIONS,SCHOOL ,COLLEGE,MARKET ACTIVITIES AND MANY MORE**





# GEOGRAPHIC SPREAD

OFFICIAL PRESENCE

01  
LAHORE(HO)

02  
KARACHI

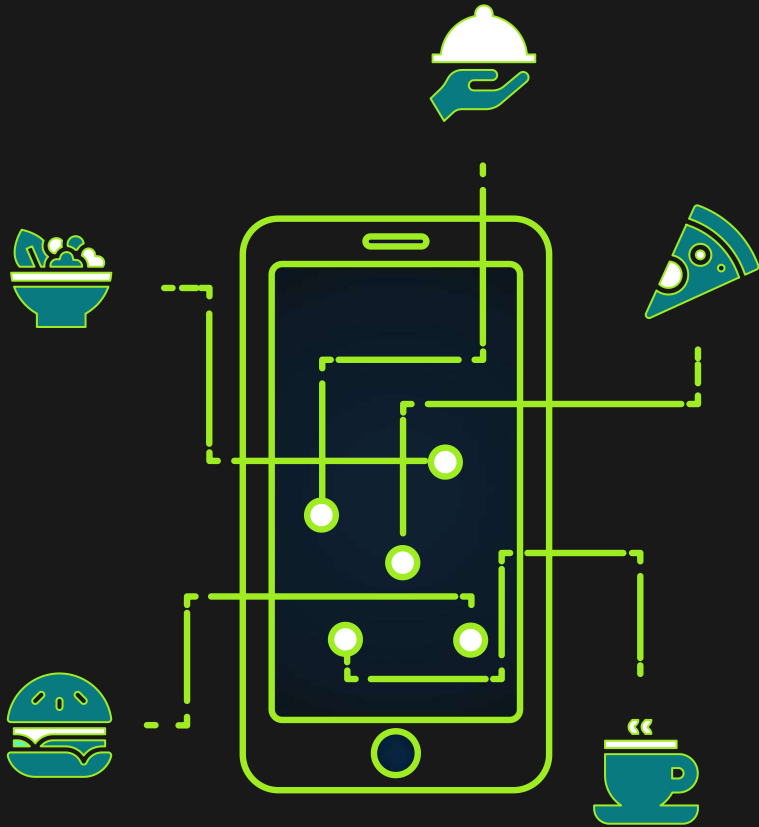
03  
Islamabad

04  
MULTAN

05  
FAISALABAD



# OUR PHILOSOPHY



*Rapid changes in technology are shaping the way people live, work and play..*

*This shifting landscape makes it essential for brands to develop an effective and integrated marketing strategy that aligns a single perspective – the brand promise – across all platforms, modes and channels*



# BRAND ACTIVATION

AN ADVERTISING STRATEGY THAT FOCUSES ON HELPING CONSUMERS EXPERIENCE A BRAND, BRAND ACTIVATION VEERS OFF COURSE FROM TRADITIONAL STRATEGIES THAT BROADCAST BRAND AND PRODUCT BENEFITS TO A WIDE AUDIENCE. BRAND ACTIVATION CONSISTS OF A VARIETY OF MARKETING STRATEGIES GEARED TOWARD IMMERSING CUSTOMERS WITHIN THE PRODUCT BY ENGAGING THEM IN AS MANY WAYS AS POSSIBLE. ULTIMATELY, COMPANIES UTILIZING THIS STRATEGY WANT TO HELP CUSTOMERS FORM MEMORABLE, EMOTIONAL CONNECTIONS WITH A BRAND TO FOSTER CUSTOMER LOYALTY AND IMPROVE CUSTOMER LIFETIME VALUE (CLV).

CONNECT.

ENGAGE.

CONVERT.

02

SERVICES





# ACTIVATION PROCESS

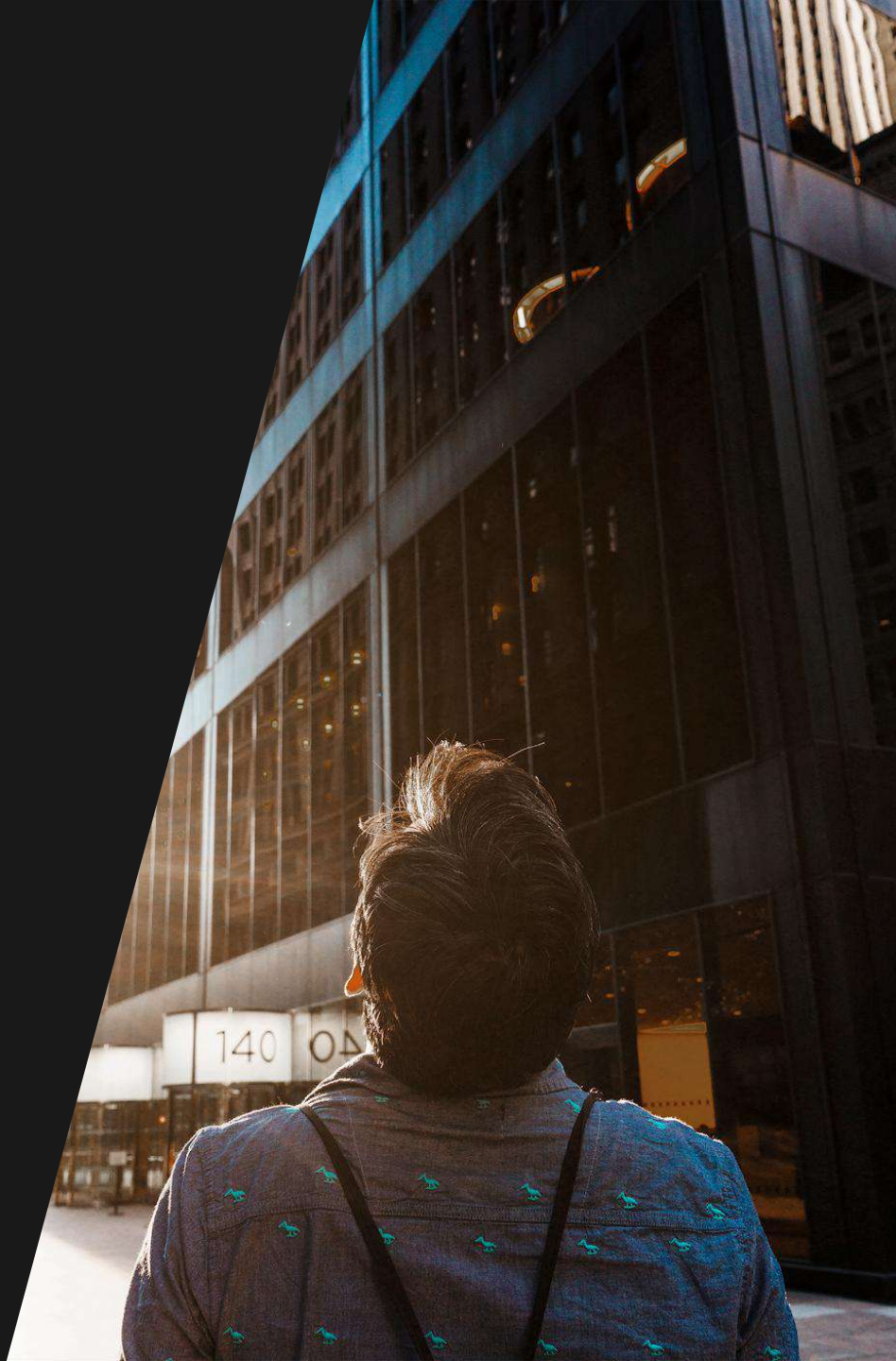




# BRAND ACTIVATION



IT'S ABOUT THE  
EXPERIENCE!



## **QUALITY WORLDCLASS, WORLD CONCIOUS**

With a mission to be our clients' partner of choice and our people's employer of choice, the Unique's Vision 2022 makes a commitment to delivering excellence across every aspect of our business: people, place, profit, experience and professionalism. This focus allows us to achieve sustainable and healthy growth and become a leader in best executional practices. Quality is a key consideration in the services we offer, with excellence and sustainability being central to all processes we employ and the services we deliver.

- **ROAD SHOWS**
  - **DOOR TO DOOR MARKETING**
  - **TASTING EXPERIENCES**
  - **DIGITAL EXPERIENCES**
  - **TECH EXPERIENCES**
  - **SAMPLING**
  - **CATEGORY CAPTAINS**
- 
- **STALLS**
  - **FLOATS**
  - **MOBILE ACTIVATIONS**
  - **MALL & UNIVERSITY ACTIVATIONS**
  - **ONE TO ONE EXPERIENCES**





# BRAND EVENTS



IT'S ABOUT THE  
EXPERIENCE!



## ALL YOU DO IS ARRIVE!

FROM CONCEPTUALIZATION TO IMPLEMENTATION YOU KNOW YOU ARE IN GOOD HANDS WITH SIGNATURE PRODUCTIONS. NOT ONLY DO WE PLAN GREAT EVENTS BUT ALSO WORK COLLABORATIVELY WITH YOU AND YOUR AGENCY/TEAM TO DEVELOP A STRONG CREATIVE STRATEGY FOR YOUR ENTIRE CAMPAIGN. WE WORK SEAMLESSLY WITH OUR PARTNER AGENCIES AND GIVE YOU THE BEST ADVICE ON WHERE TO BE SEEN, ENTERTAINMENT OPTIONS AND INTERNATIONAL TRENDS, KEEPING OUR THUMB FIRMLY ON THE PULSE OF WHAT IS HIP AND HAPPENING. WE PROVIDE PREMIUM AND UNIQUE EVENT PLANNING SERVICES:

- **PRODUCT LAUNCHES**
- **TASTING EXPERIENCES**
- **BRAND BUILDING CAMPAIGNS**
- **SEGMENT LAUNCHES**
- **MEDIA LAUNCHES**
- **NETWORKING EVENTS**
- **FESTIVALS**
- **ROAD SHOWS**
- **EXHIBITIONS**
- **CONFERENCES**
- **YEAR-END AND TEAM BUILDING Events**
- **PRIVATE EVENTS**
- **Corporate Awaydays**
- **GIFTING**

# MALAYSIAN PALM OIL CONFERENCE K,L,I





# DALDA

PLAY TO WIN : DEPLOYMENT ON WHEELS  
K,L,I,F,M





# IMTIAZ SHOPPING MALL

## Store Annauguration & Lucky Draw Event





# Haryali Market-2024





# Spotify - Future Fest-2024





# Defence Raya Eid Festival-2024 & 2025





# Defence Raya Eid Festival-2024 & 2025





# Future Fest shopping Fest -2024





# Foreigners tour to Lahore -2025





# Foreigners tour to Lahore -2025





# Foreigners tour to Lahore -2025





# POP FEST -2025





# POP FEST -2025





# JS Bank at Lums YLES -2026







RETAIL SERVICES





## MERCHANDISING SERVICES

Retail Creative 3D Ideas & Printing Artwork Technical Support for Execution

Retail New Product Development

Retail Branding and Merchandising Support

Flex / Vinyl Printing

Retail Execution Gondolas, Displays, Counter, Fascia Etc

Give-Aways



Creative's



Printing



Execution



Gifts/Giveaways



Product Development



Monitoring



Fabrication



Activation



# RETAIL & MERCHANDISING PROJECTS







03

## TALENT MANAGEMENT



## TALENT MANAGEMENT

All kinds of talent is available including musicians , hosts, celebrities & PR socialites





# Security Services





05

## QUALITY ASSURANCE



# CONTROLS & MANAGEMENT

Inventory, Financial Control & Quality Assurance







05

WHY US?



# IT'S ABOUT THE EXPERIENCE !







THANKS

GET CLOSER TO US

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LAHORE PAKISTAN

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