





CHANNEL 7 PAKISTAN



CHANNEL 7 MIDDLE EAST

PLEASE SELECT COUNTRY





advertising
that
gets
results!



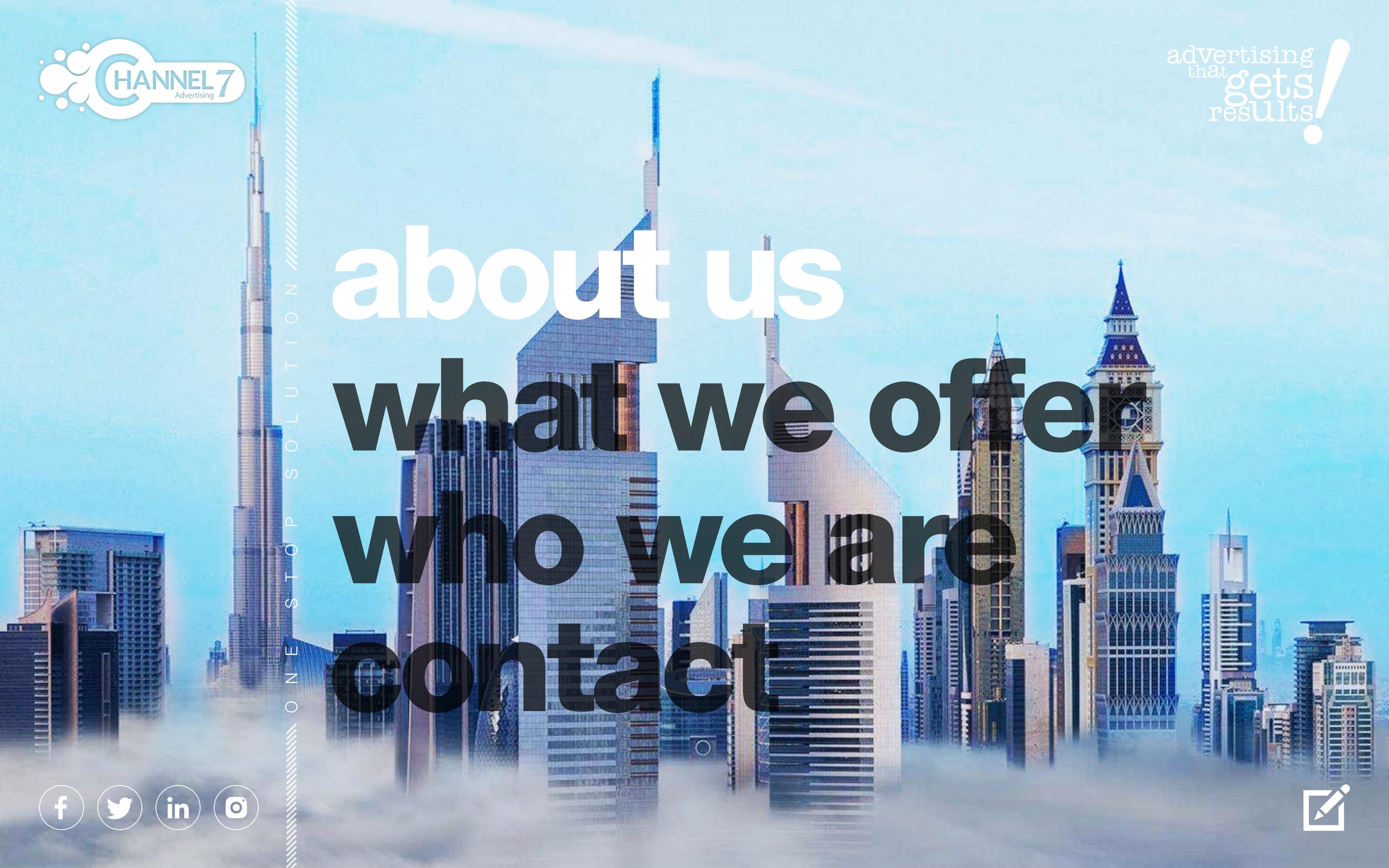
The background of the slide features a light blue gradient. Overlaid on this are several dark blue, semi-transparent shapes that form a stylized city skyline silhouette. In the upper right corner, there is a network diagram consisting of numerous small blue dots connected by thin grey lines, representing a complex network or web.

about us
what we offer
who we are
contact





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A large, semi-transparent watermark of a city skyline with numerous skyscrapers, including the Burj Khalifa, serves as the background for the page. The skyline is rendered in a light blue color.

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ONE STOP SOLUTION





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We provide sustainable solutions driven by creative ideas and execution.

We are “Original research based advertising that gets results”, with a clear objective to build brands and believe in strategic partnerships that can help us work together and serve clients more effectively and efficiently. This is what defines us and makes us Channel 7.

Channel 7 is amongst the renowned and leading full service advertising agencies. Our reputation is founded in 28 years’ of excellence in our diversified blue-chip clients in public, private & development sector by providing intelligent and tailor-made one stop solutions.

We offer a broad portfolio of services that carry a concept from concept to execution, as well as offer specialized PR, digital and event management services.

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PHILOSOPHY •



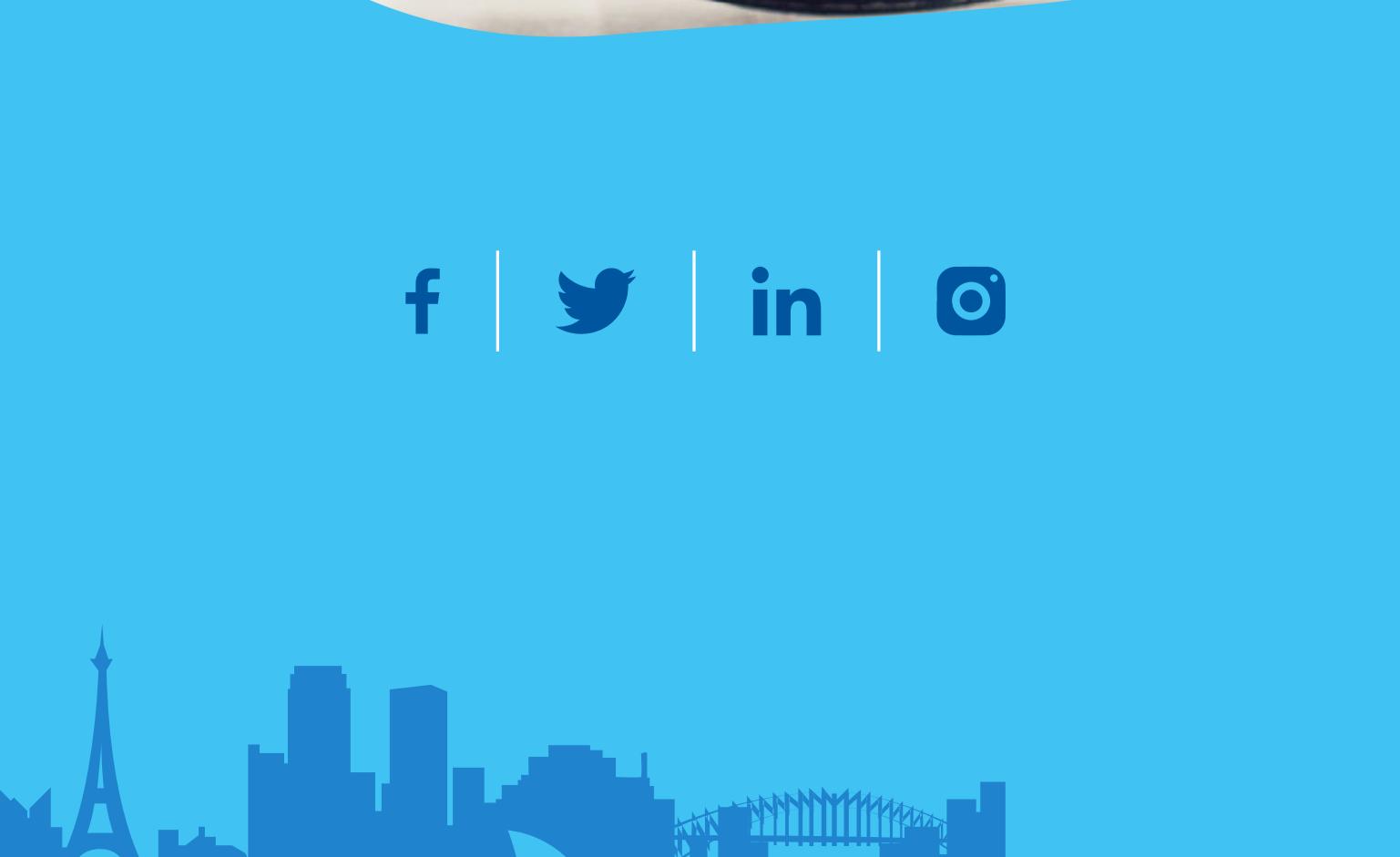
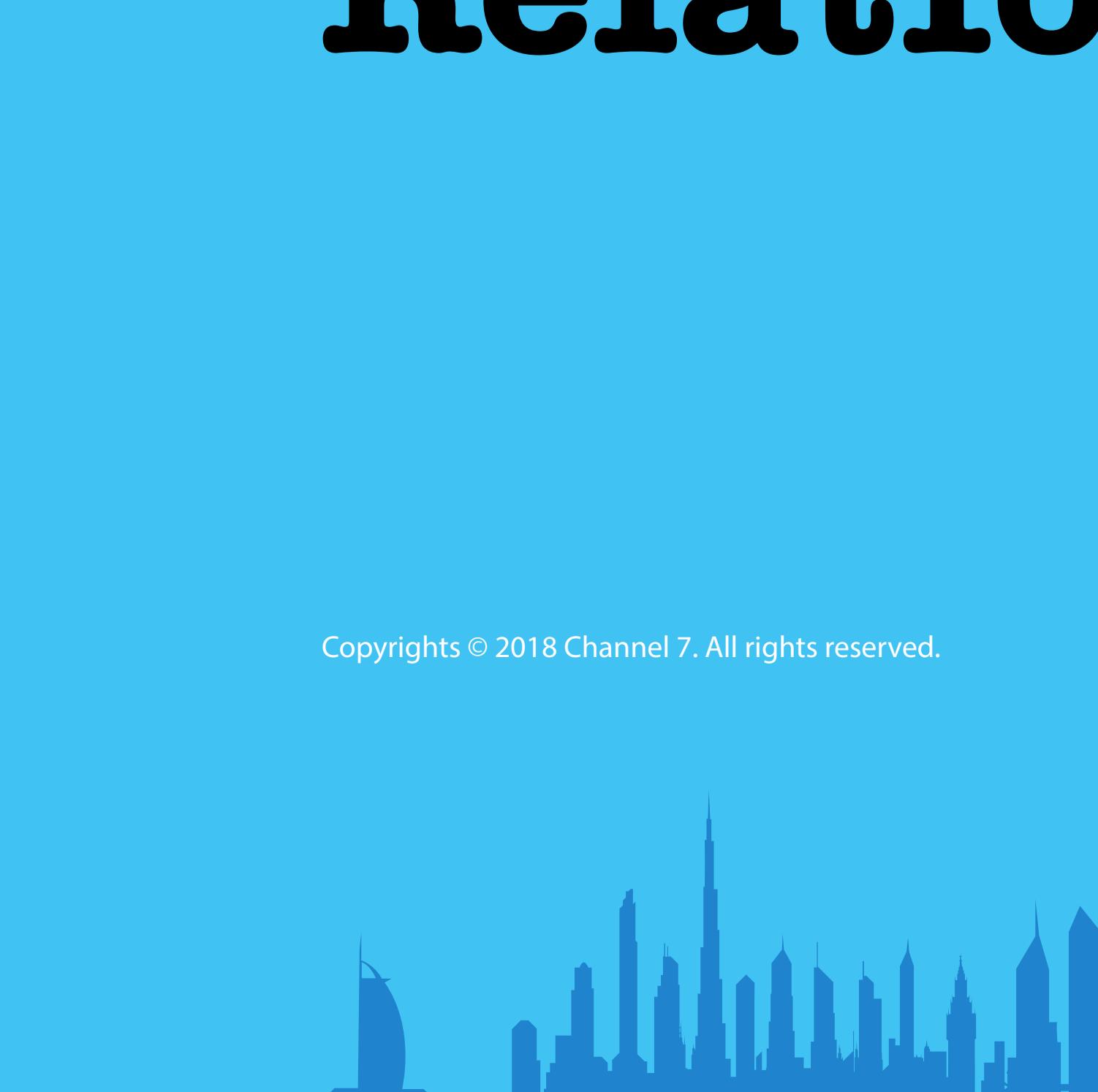
A close-up photograph of a laptop's keyboard and trackpad area. The laptop is silver or light-colored. The keyboard is dark with white lettering. A blue diagonal shape covers the bottom right portion of the image, suggesting a transition or a redacted area.



roduction.



The image is a composite of several elements. On the left, there is a large, solid blue curved shape that looks like a slice of a circle. A thick white arrow points from the top-left towards the center. In the center, there is a night photograph of a residential area with numerous houses, some with illuminated windows and porches. A bright light source, possibly a street lamp or a camera flash, creates a lens flare effect. On the right side, a person's hand is visible, holding a smartphone and pointing its screen towards the camera, as if taking a picture of the scene. The overall composition suggests a transition or comparison between different types of visual representation.





OUR PHILOSOPHY.

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Some agencies are brand centric. Some agencies are customer-centric. Channel 7 looks for what lies in between – The Relationship. Our relationship-centric approach solves the biggest paradox of our time. How can a brand be consistent – the hallmark of all successful brands – and also embrace change, perhaps the dominant characteristics of a world shaped by technology, globalization and convergence? Understanding relationships provides us with the solution. We believe that our struggle for creativity is never finished. We are constantly thinking about the brand. We always ask what can we do better. And always wonders what's next. What's the trend? What's waiting to be noticed. We are constantly adopting and always moving forward. Always looking back. Always a work in progress.

Our Tools

At channel 7 we offer a board spectrum of advertising services ranging from in-depth research and analysis to strategy development which provides solid foundation for a great campaign.

- Customer insight
- Clients Insight
- Mapping

Customer Insight

By conducting the study where the customer is comfortable and amongst peers and friends and where the agency meets them face to face, without the distortion of one-way mirrors etc., ensures that real insights are gained.



Clients Insight

Digs deep to extract the factors that differentiate each company and their brand. We feel there is no substitute for sitting down directly with clients to truly understand their perspective and to create shared ownership of new ideas.

Mapping

While many agencies are unbuilding their media departments, we believe that media must be fully integrated with in communications planning process. That's why here at channel 7 we integrate the media and Clients service to help uncover those insights that brings us closer to both the brand and the customers.



Print.

We provide comprehensive designs to help you stand out and get noticed including print ads, banners, outdoor and digital.

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Digital Marketing & SEO •

We do Digital Marketing, Online Advertising, SEO Management, Social Media Management and work across all social media platforms to enhance your brand presence.

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Production.

We provide pre-production, production, postproduction, shooting, editing animation, design and direction services for clients.

We make sure you connect with your audience in a meaningful way.

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Media.

We negotiate media rates, purchase media space and airtime on behalf of the client and continuously contribute towards enhancing your business.

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Events and Brand Activations .

Our unparalleled event management specialists believe in flawless execution and provide 360° event management services.

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Public Relation .

We provide integrated PR and marketing services from simple press releases to media monitoring and video content for social sharing to ensure your brand growth and success.

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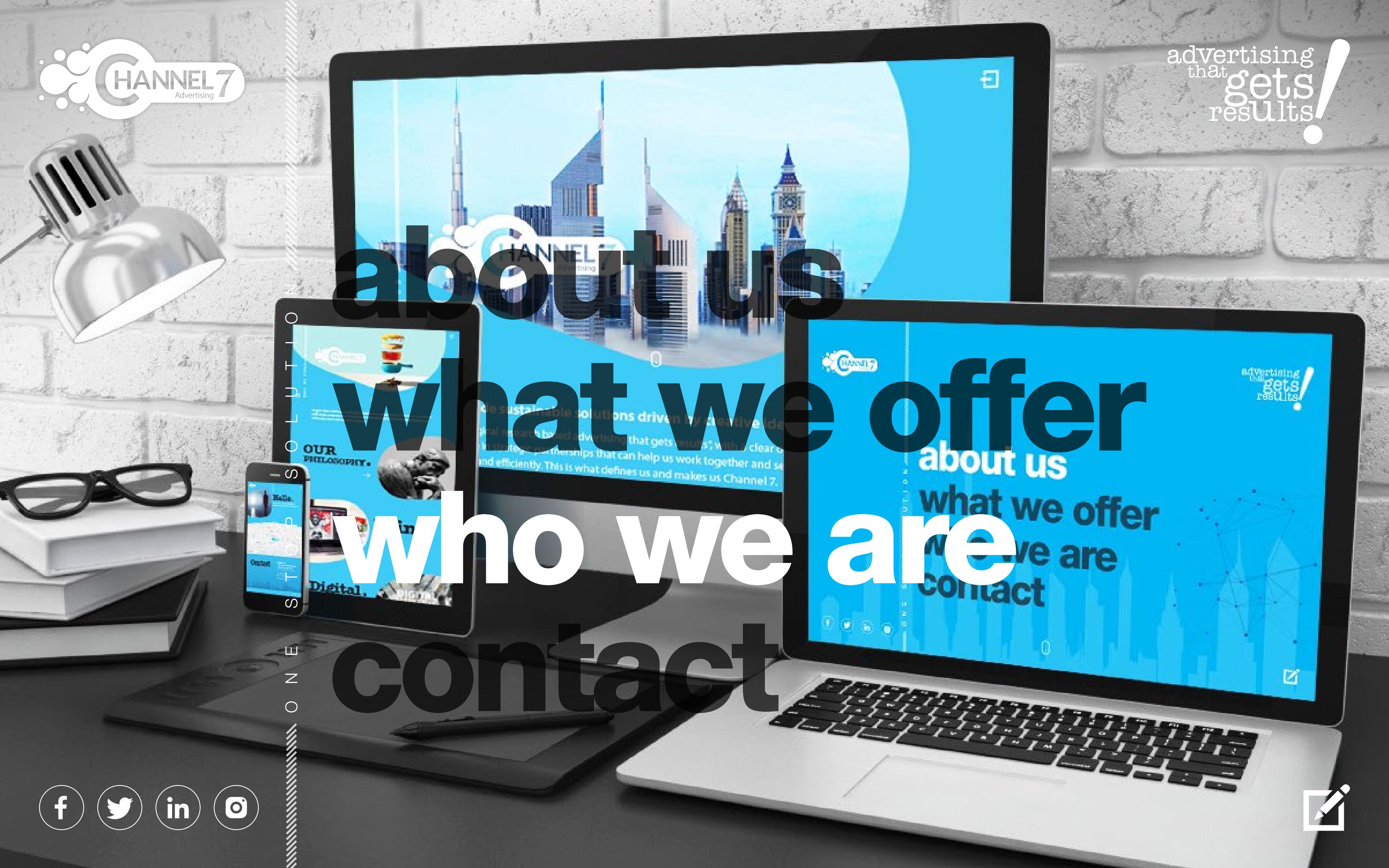
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"We are result oriented agency with a clear objective to make brand matter. We are dedicated to creative excellence and strive to become your trusted partner. We endeavour to maintain a collaborative environment for outstanding client service and exceptional creativity that helps your brand stand out.

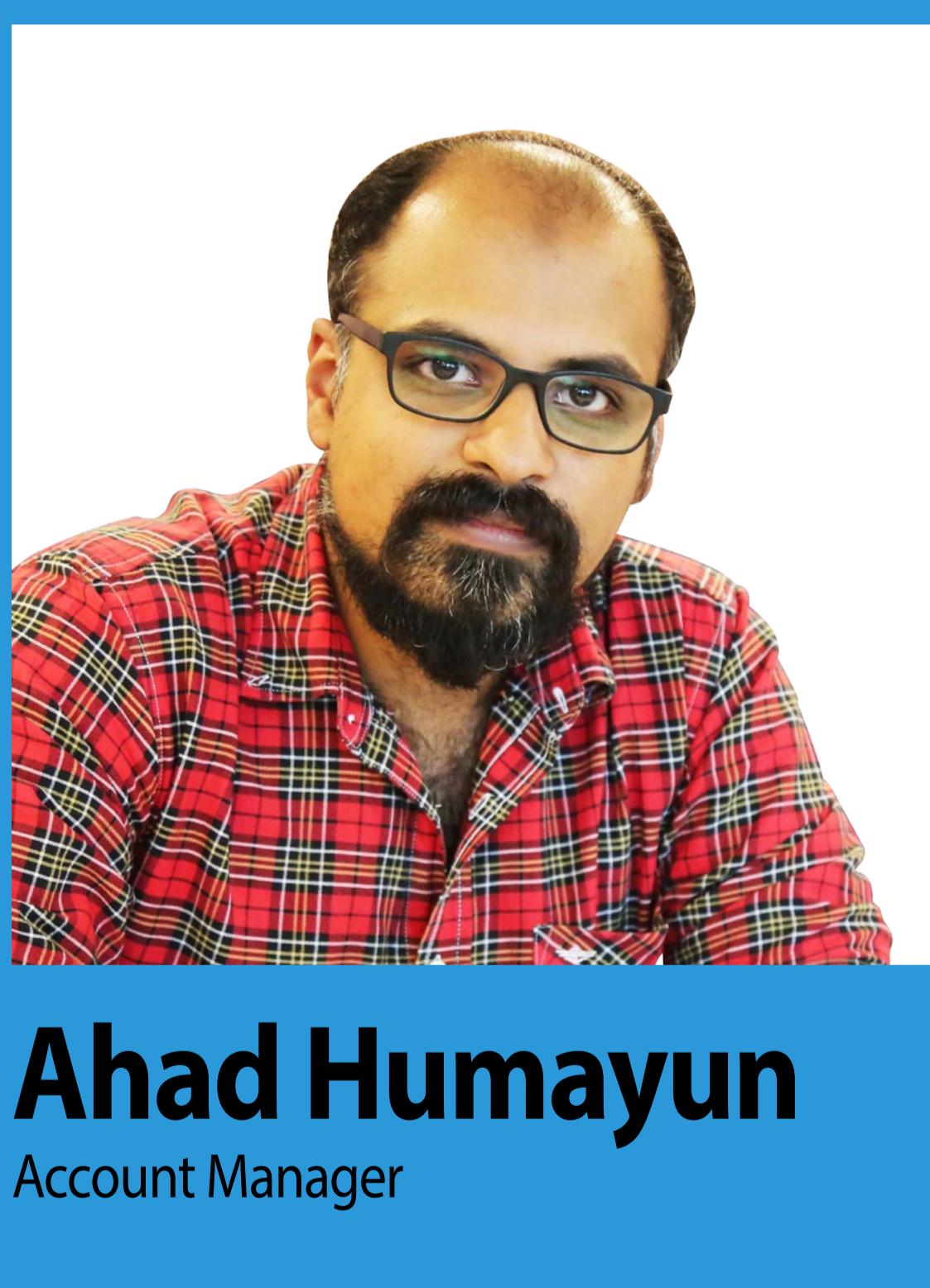


Jawad Humayun
CEO

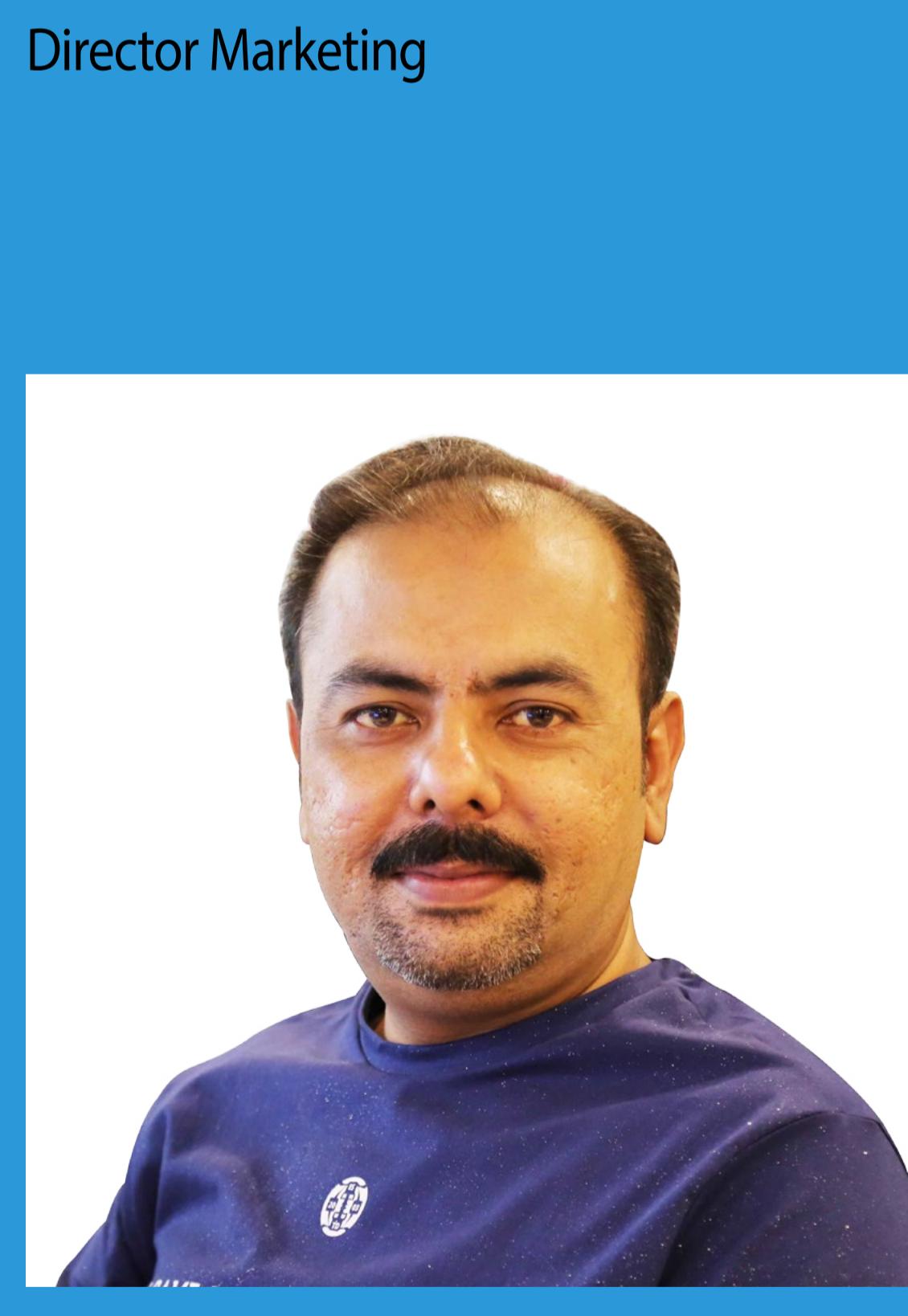


Imran Akhtar

Director Marketing



Ahad Humayun
Account Manager



Sheikh Aftab

Art Director





ONE STOP SOLUTION

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Hello.

Partner with us to create game-changing experiences that will make your brand unique.

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Contact

CHANNEL 7 UAE

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nitiamusa por acea cuptaqu- Dubai

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advertising
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Drop us a line!

Ready to start your next project?

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