

DIGITOOL *

The digital fix

Ola!

Why say a common “Hello” when you can find new ways of greeting people? This is what Digitool aims to achieve – to help your brand reach its potential with different and unique marketing campaigns, to bid farewell to “done and dusted” content and create something which is extraordinary. We’re here to make sure your brands stands out!

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Our Story

It all started when a group of friends decided that working on a 9 to 5 job was not their cup of tea. Straight after graduation, we banded together and brain stormed ideas on how to utilize our creative skills to the best of their potential.

After dozens of discarded ideas, we questioned ourself: *What can we offer brands that will help them raise awareness of their products?*

The answer: *A tool... but not just any tool!* Something that would help brands achieve whatever goals they had set in their mission and help them set new goals along the way.

And that is how Digitool was created.

A simple vision is what it took to push the train that had been stuck on one station for a long time. Our thoughts fueled the engine and our creativity had it going at full speed.

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Our Vision

To be the leading digital and advertising agency, which brands can rely upon, when they want to establish a prominent, creative and lasting presence on social media and on other platforms. To put it in a nutshell, we aim to become the first name that brands utter when they think about promotion, sales and advertising.

Who are we?

We're a bunch of creative mad hatters, with the ability to look at things from multiple perspectives. No mind thinks alike and yet we're all on the same page: we believe in creativity that sells and we pick the best ideas for your brand. P.S: "Great minds think differently, yet brilliantly".

What do we do?

- Strategize
- Advertise
- Digitize

Strategize

Creativity without a strategy is just an idea with no direction and no outcome. Just like no brand is the same, there is no uniform strategy which can be applied for each brand. We want your brand to sell and excel, creatively! Our team of researchers are here to come-up with the best strategy, to generate ROI for your brand while building a presence and strong image.



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Advertise

“Creative without strategy is called ‘art.’ Creative with strategy is called ‘advertising’ – Jef I.Richards

At Digitool, we are experts in:

ABT

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A: ATL Advertising

TVC and Radio ads.

Yes we do that too! Though digital media rules this decade, the audience for television and radio cannot be neglected. Ignoring TVCs and Radio advertisements is like forgetting the salt in your recipe: you've done everything right, but you forgot the salt for taste.

A: ATL Advertising

Outdoor Advertising

Outdoor advertising never loses its significance. If your brand isn't out there, it won't be noticed, but that's the easy part. To design your key visuals, you'll require some creative tools to begin with (and we don't just mean the right kind of software), you need DIGITOOL! We design:

- Billboards
- Point of sale displays.
- Hoardings
- Standees

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B: BTL Advertising

Everything you need, to get your brand out there, in front of your T.G and in their reach. Here's how we can help you:

Designing:

Flyers
Brochures
Leaflets

Planning:

Activation through our collaboration with P.R agencies

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Digitize T: TTL Advertising

Ignoring the value of digital marketing and advertising in this era, is like writing a story without the climax or simply reaching the wrong destination because you refused to follow the road signs! Here's how you can go digital with Digitool:

- Social Media Management
- Digital Campaign
- Product photography for social media campaigns
- DVC
- SEO Marketing

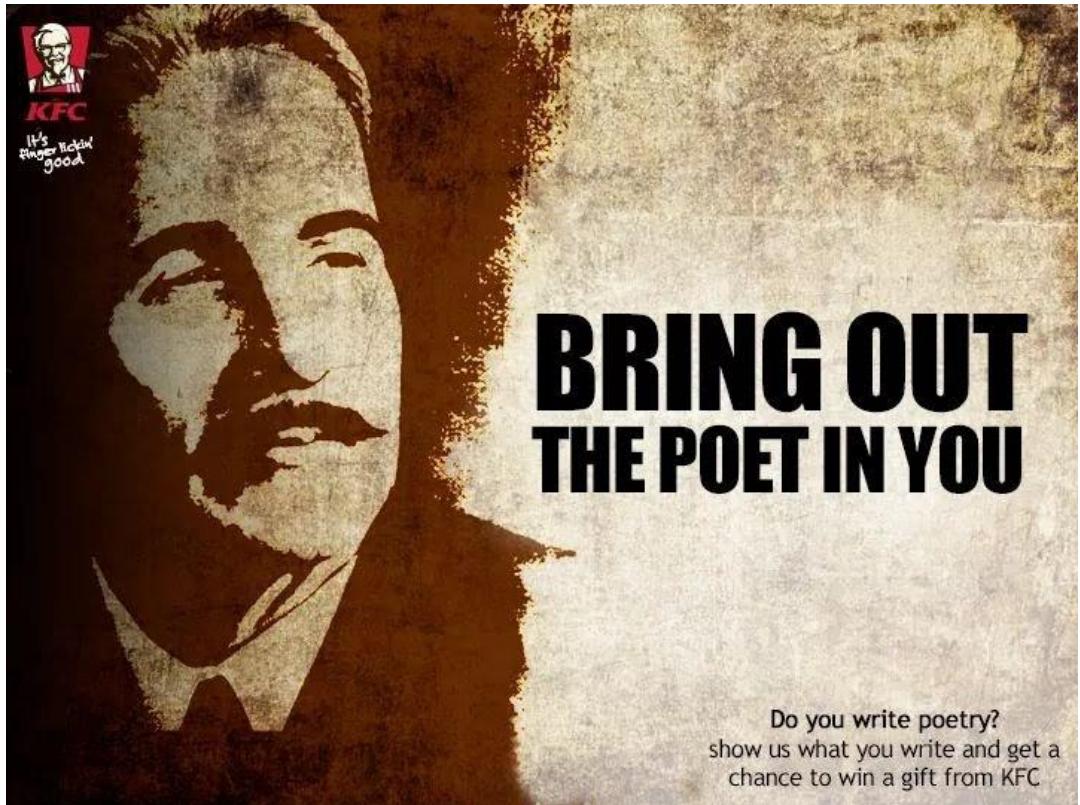
Our Portfolio

Our work speaks for itself so we'll let it do the talking for us here!

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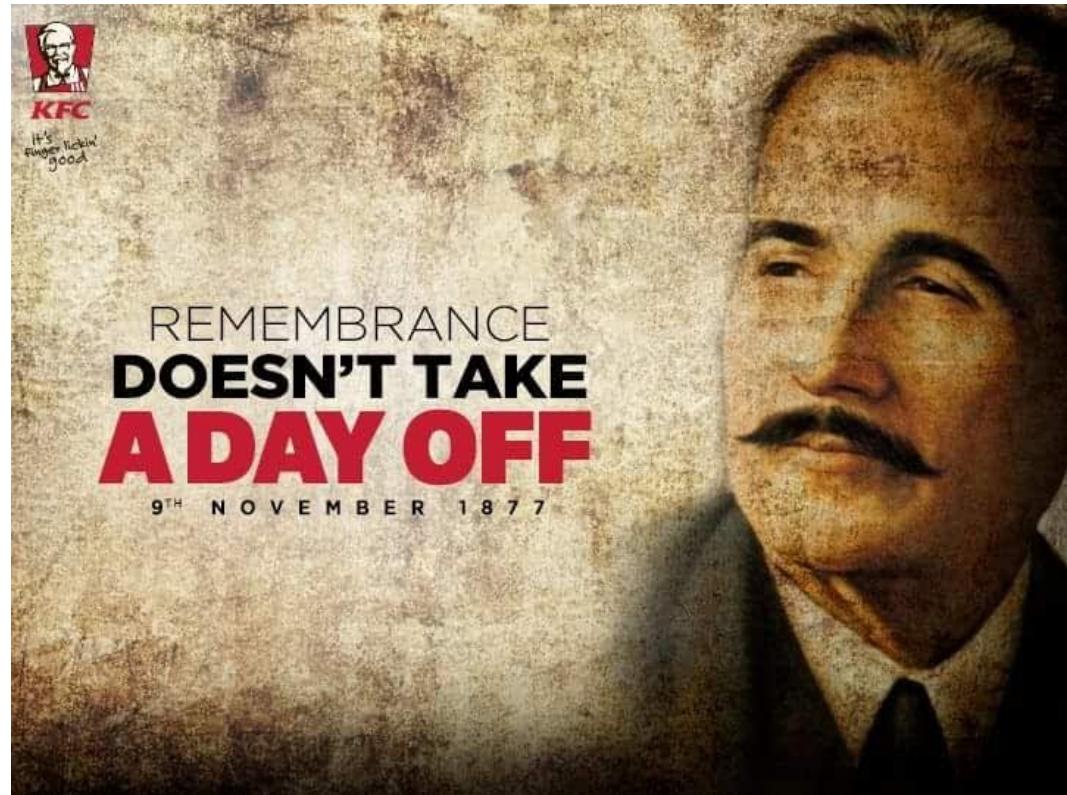


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**BRING OUT
THE POET IN YOU**

Do you write poetry?
show us what you write and get a
chance to win a gift from KFC



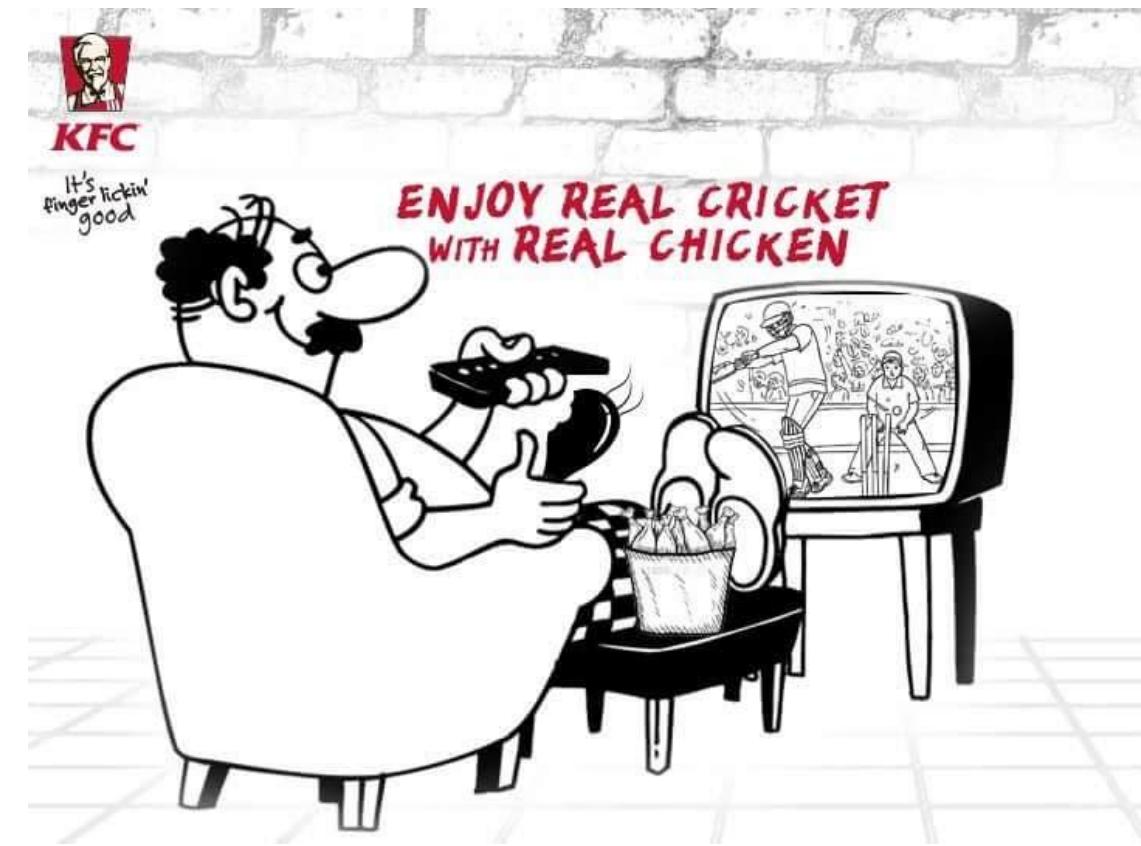
REMEMBRANCE
**DOESN'T TAKE
A DAY OFF**

9TH NOVEMBER 1877

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BiBanking

Pakistan's First Complete Biometric Banking Solution

- UTILITY BILLS PAYMENT
- FUNDS TRANSFER
- CASH WITHDRAWAL
- PAYORDER ISSUANCE
- MOBILE TOP UP

BankIslami

بینک اسلامی

BankIslami

OUR UTMOST PRIORITY
IS TO ENSURE
quality CUSTOMER SERVICE
AT ALL TIMES!

Serving you, the Right way

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LEISURE
LEAGUES

#GETONTHEFIELD

GET TRAINED BY INTERNATIONAL FOOTBALL COACHES

A dynamic advertisement for Leisure Leagues. It features a football player in mid-air, performing a bicycle kick on a grassy field. A football is shown flying towards the player. The background is a dark blue with abstract geometric shapes. The Leisure Leagues logo and the hashtag #GETONTHEFIELD are in the top left corner. The text 'GET TRAINED BY INTERNATIONAL FOOTBALL COACHES' is in the top right corner.

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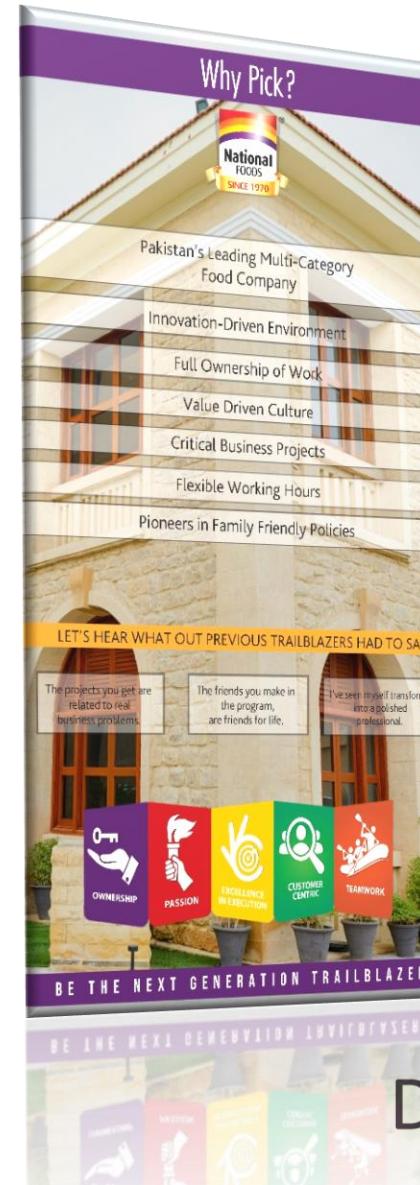


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Standees



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National FOODS SINCE 1970

WE'RE LOOKING FOR
"THE NEXT GENERATION OF LEADERS"

HERE ARE SOME OF OUR
FAMILY FRIENDLY POLICIES

- Flexible Working Hours
- Humqadum (Female Mentorship Program)
- Retirement Age at Par with Men
- Maternity & Paternity Leaves
- On-Site Day Care
- Conveyance for Females
- Telecommuting (Work from Home)
- Medical Allowance Extended to Family

NATIONAL FOODS SUMMER OF THE
TRAILBLAZERS

Recipe for Success



Logo for National
Food's Summer
internship program

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National Foods SINCE 1970

GROOMING THE FUTURE

Preparing the ingredients for a prosperous Pakistan

TRAILBLAZERS

BE PREPARED! WE'RE COMING TO YOUR CAMPUS

| | | | | |
|--------------------|-----------|------|-----|------|
| SZABIST | IOBM(CBM) | NED | IBA | IQRA |
| KSBL | LSE | UMT | UET | LUMS |
| UNI OF AGRICULTURE | NUST | GIKI | | |

ONLINE REGISTRATIONS ARE NOW OPEN!

#nflsearch

TRAILBLAZERS

ARE YOU READY? WE'RE COMING TO YOUR CAMPUS

| | | | | |
|--------------------|-----------|------|-----|------|
| SZABIST | IOBM(CBM) | NED | IBA | IQRA |
| KSBL | LSE | UMT | UET | LUMS |
| UNI OF AGRICULTURE | NUST | GIKI | | |

ONLINE REGISTRATIONS OPENING SOON. STAY TUNED!

#nflsearch

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Laptop Screen

The laptop screen displays a presentation slide with the following content:

National Foods SINCE 1970

It's that time of the year

Mid Year Review

1 **2** **3**

Goal Setting **Mid Year Review** Year End Review

| ACTIVITIES | DATES |
|--|---|
| Employee Self Appraisal | 15 th – 31 st January 2020 |
| Manager Appraisal (One on One Discussion Included) | 3 rd – 19 th February 2020 |
| Employee Acknowledgement | 20 th – 28 th February 2020 |

Use your NFL Core Values & Behaviors Pocket Guide to write specific examples of behaviors!

CORE VALUES & BEHAVIORS

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Contact us:

Want your brand to break the clichés and be on top of the brand-chain? Need us to give your brand a digital fix?
Well, then of course we need to talk! Give us a call on these numbers:



0333-2110079
0304-3872065

Or drop us an email at:

sheetal.digitool@gmail.com
irtiqa.digitool@gmail.com

P.s: all brands, big and small are equally welcome to be part of the Digitool family!

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