

Corporate Presentation of

MCM Advertising

serving you since 1970



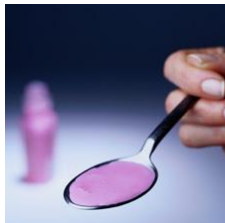
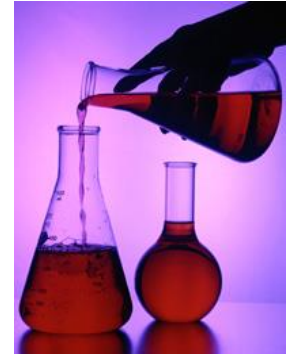
MCM

Stands for
Medical and Consumer Marketing
Services

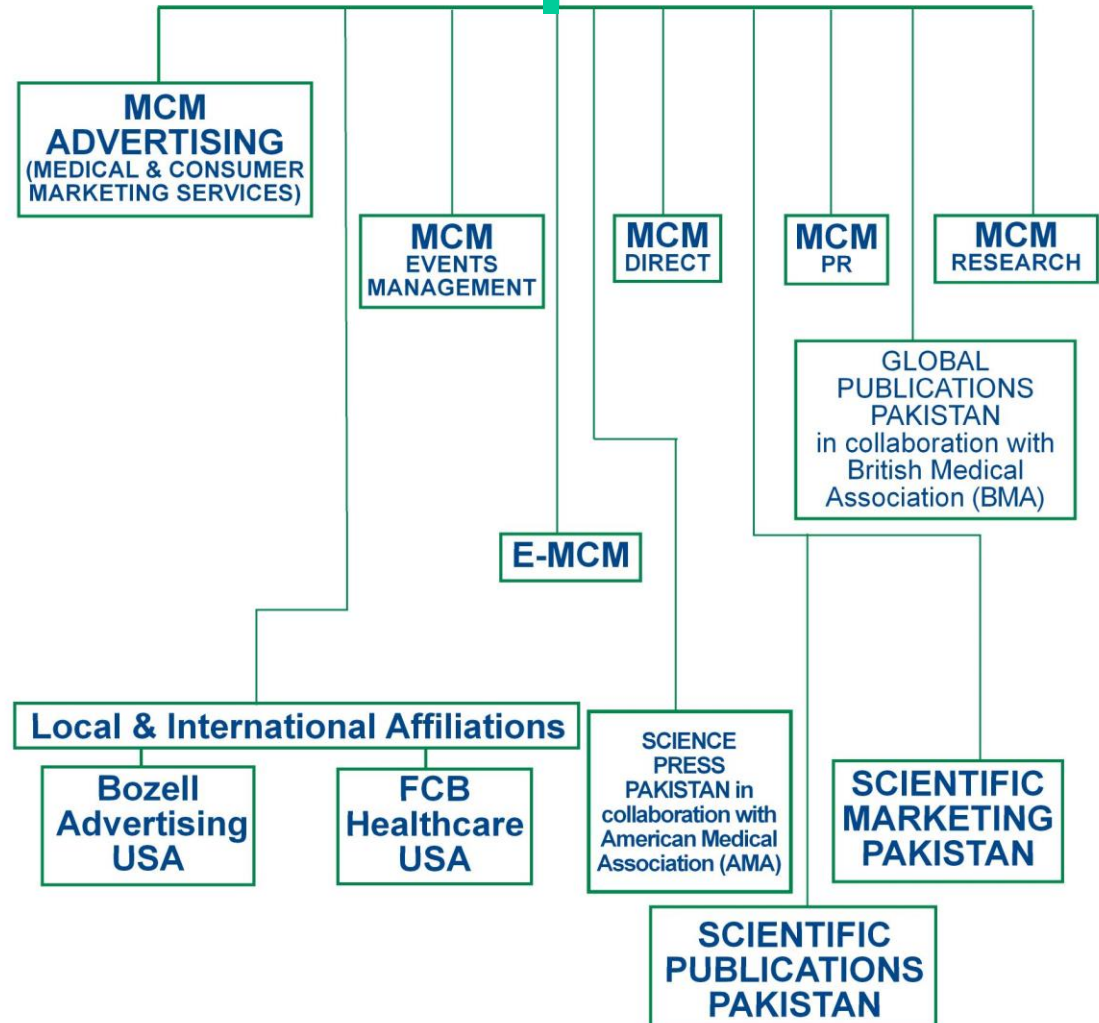


MCM Advertising

is the
Largest
Healthcare Advertising
&
Media Agency
of Pakistan

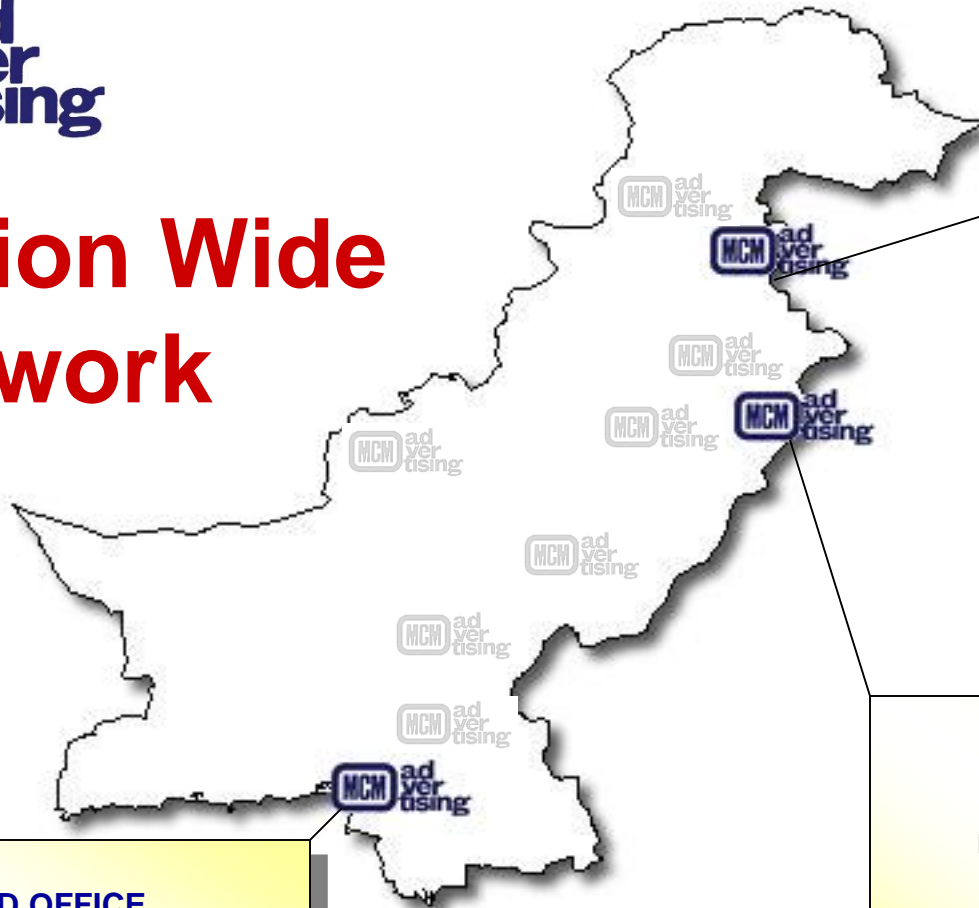


MCM NETWORK





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

D-39, Block 7,
Clifton, Karachi,
Pakistan

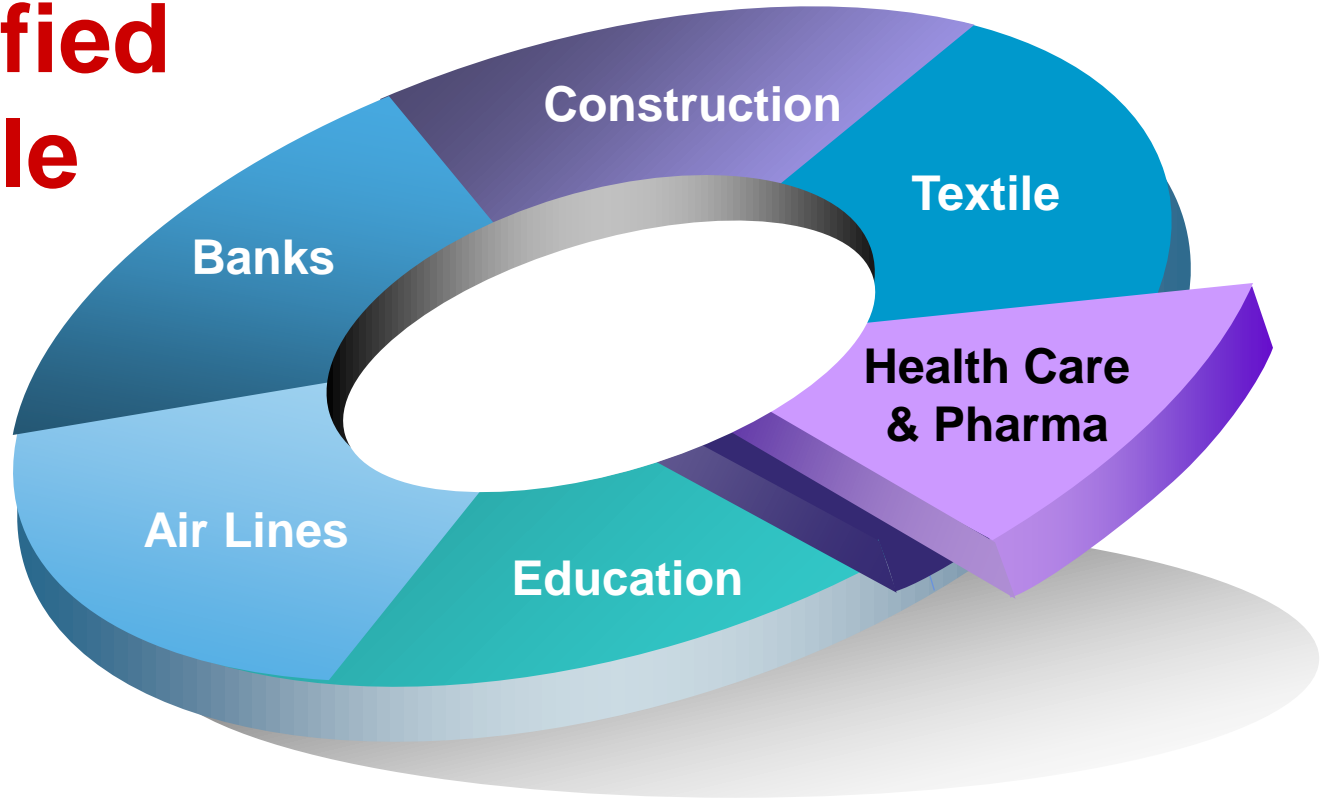
Tel: (92-21) 35374645, 35370891
0321-2887822
E-Mail: mcmadvertising@gmail.com

DESCRIPTION OF SERVICES

All Media Advertising including all its components i.e.

- Media Buying**
- Advertising Proposals**
- Creative Planning**
- Concept Strategy / Copywriting**
- Visualizing**
- 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





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

**Our
Ads & Aids
Influence
Attitudes**

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



International Affiliations & Strategic Partnership

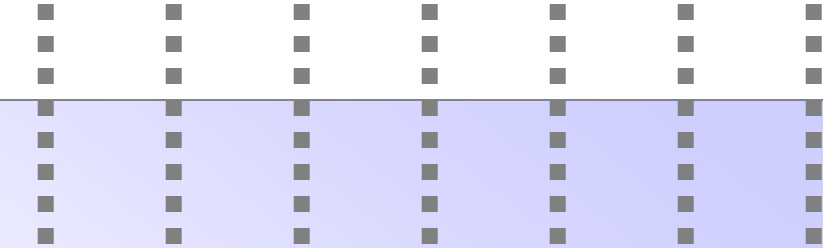
- **FCB Healthcare USA**
- **Bozell Advertising Group**
- **Wellness Worldwide**
- **International Advertising Association**
- **American Medical Association**
- **British Medical Association**
- **World Medical Media Group**



Branded Services



Silent Force Services®



Arrangement of Press Conferences

Interviews of Opinion Makers

Newspaper Supplements

Exclusive Panel Discussions

Focus Group Seminars

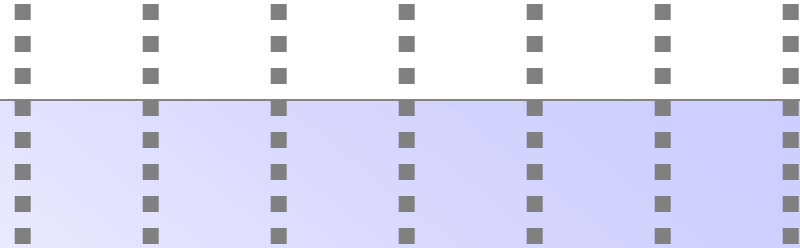
Symposia



Branded Services



Commando 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



Rx
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.**



MEDICAL & CONSUMER MARKETING SERVICES
a complete sales promotion and advertising service

Letter of Accreditation



All Pakistan
Newspapers
Society

(Registered Under Societies Registration Act XXI of 1860)

ST-1/E, Block No. 16
KDA Scheme No.36
Gulistan-e-Jauhar, Karachi
Ph: 021-34012491-3
Fax: 021-34012495
e-mail: apns@apns.com.pk
website: www.apns.com.pk

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



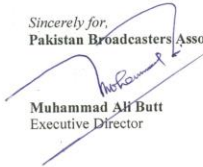
January 17, 2019

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 AH Butt
Executive Director

Book No.B 06068

Serial No.B 606795

MEMBERSHIP CERTIFICATE

Name & address of ~~Chamber~~ *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

Tamim 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

AWARDS AND RECOGNITION

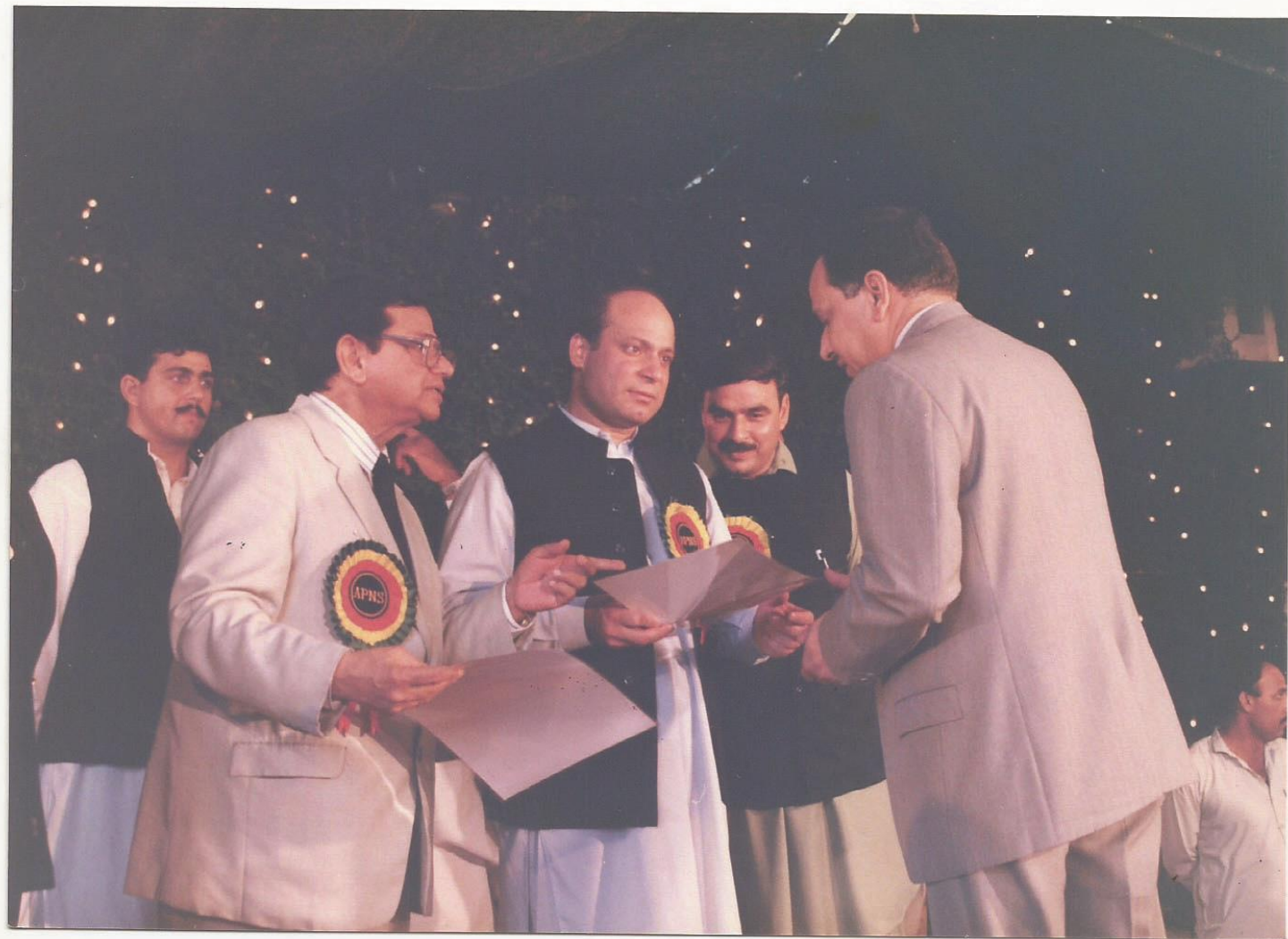




















Thank You