

WorkGen

A Full-Service
Marketing Agency | Company Profile 2024



Aim High.

Growth is unending.
Higher aims always reveal more.



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Who We Are

Profound Difference
Through Meaningful Change.

WorkGen is a full-service marketing agency based in Pakistan. Since 2015, we have been adding value to Pakistani businesses by understanding Pakistani consumers and effectively communicating with them.

Headquartered in Lahore with 33 full-time employees and a capacity that exceeds 100 project-based team members, our touch is evident all over the country. We have helped over 50 brands in reaching the right customer, increasing exposure, surpassing competitors and driving sales their way.



Footprint & Key Clients

A Sucess Story From Every Industry.

- OOH
- Events
- Research
- Production



An Agency On A Mission

Distinguished Service
Through Concrete Values.

Our mission is to offer a distinguished marketing service for businesses within the Pakistani market. We believe that knowledge, integrity and honesty make the core of this distinction. These qualities are manifested through the composition of our team and its culture.



An Agency With A Vision

A Leader Through Knowledge,
Technology and Culture.

Our vision is to become the best marketing agency in the region through knowledge, technology and exemplary corporate culture. We aspire that our methodology will influence businesses on so many levels that we become a synonym for Ideal Marketing Partner.



We Are A to Z

We Are A Full-Service Agency,

We are a full-service agency, providing Market Research, Event Management, Media Buying, Media Production, Digital Marketing, Brand Development and Management, as well as Out-of-Home Advertising: One point of contact to cater to your marketing needs whether assessment, ideation, strategizing, execution, monitoring or evaluation.

Why Choose Us?

We Are Deep-Rooted

With its international and local experts, our team makes a powerful mixture of strategists and pragmatists with an extensive network across all regions of Pakistan. Amongst our crew are former executives in the telecom, security and advertising industries. As a result, we leverage exclusive privileges, connections and resources to offer our clients unique services and unmatched quality.

We Invest In Knowing

We Put In The Effort

To know before we act to guaranty you the most value for your investment. For each task, we perform a thoughtful assessment, do sufficient research and rely on solid insights, without compromising agility.

Researched Insights

An Accumulation of Knowledge From Systematic Inquiry.

We analyze past experiences and extract the learned lesson. Therefore, our clients benefit from a knowledge base perfected over the years. We always study before we tackle the task. We know where to look and what to look for. We save our clients the headache of trial and error.

How We Do It!

Transparent Accountability
And Integrity In Actions.

The WorkGen way is honesty in delivering assessments, setting goals, executing tasks, monitoring performance, evaluating progress and learning from experience.

Active Engagement

We Put In The Effort

Our clients are involved in every step along the way. Because we are wired for long-term contracts and retained customers, we assign an Account Manager to cater to our clients' needs. In addition, they will receive regular status reports, supported by figures and visuals.

Our Services

Transforming Needs into Solutions, Seamlessly.

WorkGen features nearly a decade of consultation, strategies, tools and solutions that enabled numerous businesses to achieve goals and exceed expectations.





Print Media

Out-of-Home Advertisement

The Sole Owner of Prime
OOH Locations Across Pakistan.

WorkGen helps you advertise in public spaces in an optimized way. We have a variety of options, whether buildings, streets, malls or vehicles. Even better, we have ownerships and exclusivities of numerous mediums in key locations across Pakistani cities.

We advise regarding the geographic locations most suitable for your goals. We design captivating visuals with powerful messages. We offer strategic locations with high exposure and traffic. We guarantee engineered placement so your ads can't possibly be missed.





Digital Displays

Large. HD.
Images & Videos

We offer indoor & outdoor digital displays in prime locations across Paksitan. Amongst our locations are malls, university campuses, main roads and facades.

Billboards

Quality print. Weather-resistant.
Regularly maintained.

From roads, squares and bridges to traffic signs, building facades, malls and bazaars, your next billboard is ready to host your ad.





Transit Advertising

Taxis. Small Buses.
Large Buses.

They might miss their ride, but they won't miss your ad. Turn your ad into a giant on wheels and release it in the streets.

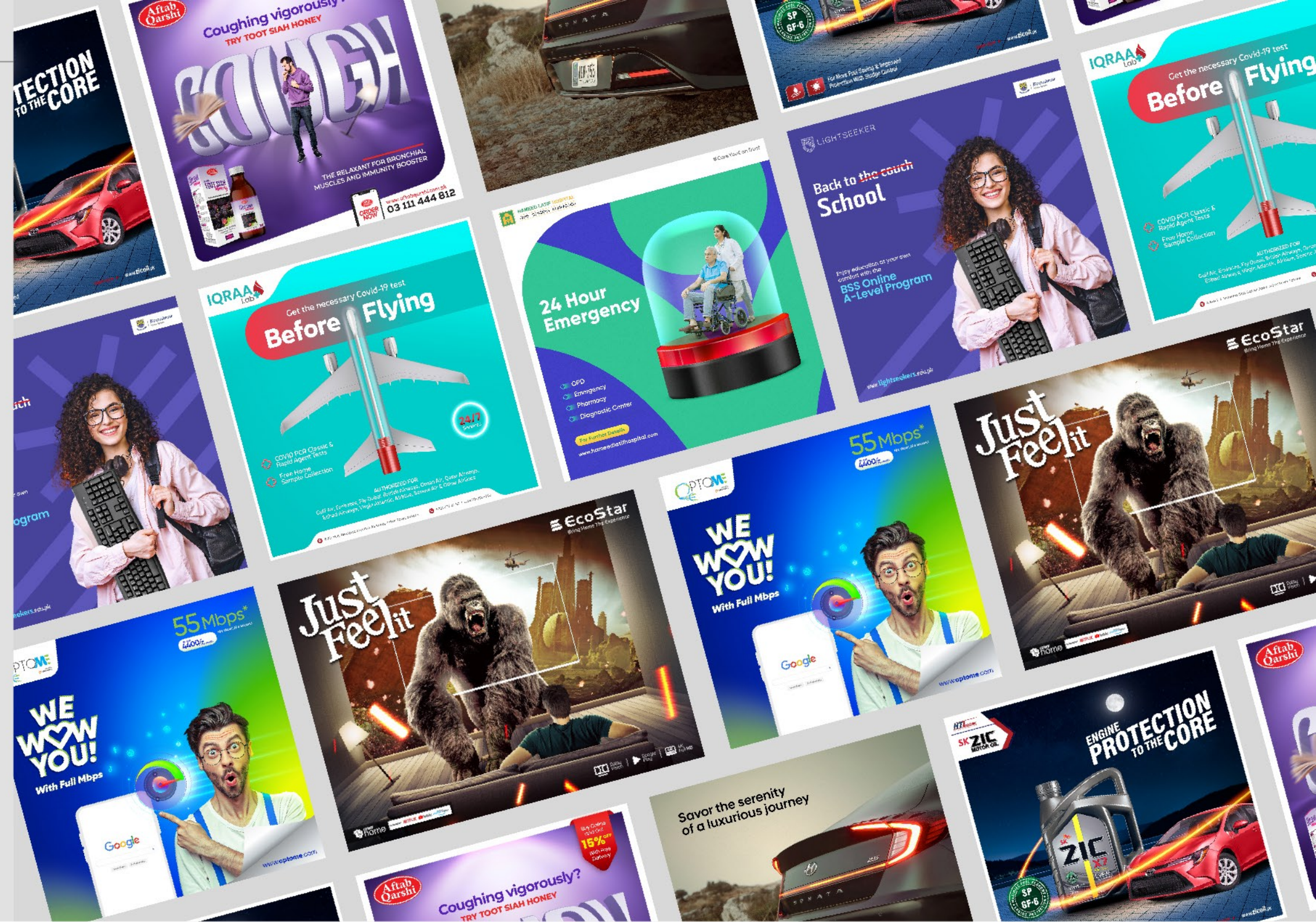


Digital Media

Motion & Graphic Design

One-stop Creator Of All The Visuals
Your Business Needs.

WorkGen combines art and science to elevate graphic design to the next level. The importance of visuals in communication is skyrocketing. Colors, shapes and techniques are major influencers on how convincing your business looks to buyers, investors and stakeholders. Entrust your business visuals to the communication veterans at WorkGen. From identity themes and still images to edited and animated videos, we create unique, professional and consistent graphics. Need designs of collaterals and stationery? Want to capture social media's attention with stunning panoramas, aerial views, time-lapses and slo-mos? You can count on us.



The image features a solid teal background. On the left side, there is a dark blue geometric shape that resembles a stylized letter 'L' or a right-angled triangle. The top horizontal part of this shape is wider than the vertical part. The text 'Electronic Media' is written in white, bold, sans-serif font across the top horizontal part of the dark blue shape. The word 'Electronic' is positioned on the left, and 'Media' is positioned to its right, with a small gap between them.

Electronic Media

ZIC - Pouhanchay Manzil Tak
TVC 2021

Media Production

Make Them See The World
The Way You Do.

From light social media videos to large-scale tv and radio commercials, we blend photography, videography and sound design using next-gen tools and artistic viewpoints. The result is charming communication that inspires, persuades and converts.



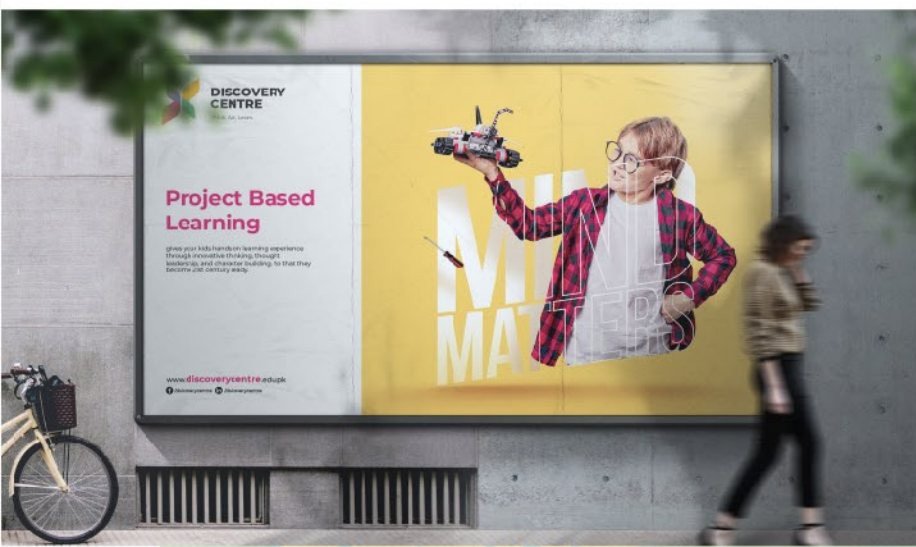
Brand Activations

Event Management

Each Event Is A Whole New Story.

We were frequently described as the most active and effective event planning and management provider in Pakistan. We have conducted over 100 events for international and regional brands within the scope of brand activation, product launch and sampling, grand openings, conferences, entertainment and promotions. No matter the type or size of your aspired event, either we have done it before, or we have a good idea of how to do it.





Print & Manufacture

Your Scene, Your Rules.

We have privileges and partnerships with a refined network of reliable print houses and manufacturers both in Pakistan and abroad. From booklets, collaterals, stationery, and packaging to BTL and ATL, we deliver superior prints. In addition, we exhibit a track record of supreme interior decorations, signages, event accessories, and multipurpose props and assemblies.



Digital Marketing

Copywriting

Words That Resonate
And Influence.

A strong content should be adaptable to the context, while preserving a unified corporate voice. Moreover, the text should be tailored to persuade, attract, inspire, command or empathize, depending on the situation. WorkGen distinguishes itself via its deep understanding of the Pakistani market and culture. We write, translate and proofread to deliver a powerful text that resonates within this market. Our inhouse experts cover English, Kurdish and Arabic, across several sublanguages and dialects.



Media Buying

Fine-tune Your Mediums.

Whether the medium is TV, Radio, Print, OOH or Online, we handle all aspects of Media Buying. From target definitions and all the way to research, sourcing, implementing and monitoring, we will do it on your behalf and keep you updated via status reports.



Digital Marketing

Workgen Helps You Create, Grow And Maintain Your Business's Online Persona.

Influencer Marketing

Boost Brand Presence With Influencer Partnerships.

They are popular. Followed and trusted by tens of millions. Through our network of both micro and macro influencers, we make sure the right person is promoting your brand based on your communication strategy.

Social Media Marketing

Maximize Your Online Presence And Engage Your Audience With Strategic Social Media Marketing.

We manage your social media accounts on your behalf. We create rich content calendars crafted to influence, promote and sell. We handle community engagement, ad campaigns and data analysis across numerous social media platforms.





Software Solutions

Website & App Development

Transforming Visions into Digital Reality.

Your website is your own kingdom. Not only does it make your business available to millions of internet users, but also gives it personality, charisma and authority. Add to that a mobile application with useful features, and everyone will be walking around with your brand in their pockets.



SEM, SEO, Email & SMS

Powering Connections,
Amplifying Reach.

WorkGen not only puts you online. We put you there first. We help you make the most of search engines. Our Search Engine Marketing (SEM) service promotes your website to the sponsored part of Google search results. Our Search Engine Optimization (SEO) service guarantees advanced placement among these search results. In addition, we help you blast-share your services, offers or announcements via bulk email and SMS campaigns.



Research & Analysis

Research Services

Words That Resonate
And Influence.

Market Analysis

- Market size & share
- Competitive analysis
- Customer analysis
- Dynamics & growth drivers
- PESTEL analysis
- SWOT analysis

Brand Audit

- Customer Satisfaction
- Net Promoter Score
- Brand Awareness

Retail Audit

- Shelf efficiency
- Mystery shopping
- Merchandising

Customer Behavior

- Communication appeal
- Behavior analysis
- Satisfaction & loyalty drivers
- Buying & consuming journey analysis

Product Development

- Needs assessment
- Blind test
- A/B testing
- User experience

Monitoring & Evaluation

Media Consumption



Other Services

Brand Development

The Small Details That Paint The Bigger Picture.

Brand identity determines how your business will appear and function both internally and to the outside world. How will it look and feel? What will it tell? What will the first impression be? Will it stick to memory? Entrust WorkGen with shaping your business Identity.

The identity package starts with business naming, logo design and slogans creation, extending all the way to business cards, letterheads, signatures, collaterals, stationery, uniforms and decorations. These are the small details that paint the bigger picture, and it's important that they are consistent and professional.

Brand Management

Maximizing The Brand's Value Through Smart Management.

From start-up and all the way to scaling and mergers, any brand has a lifecycle. During each of these phases, professional brand management is needed to deliver the right message, make the most effective communication and keep consistent goals.

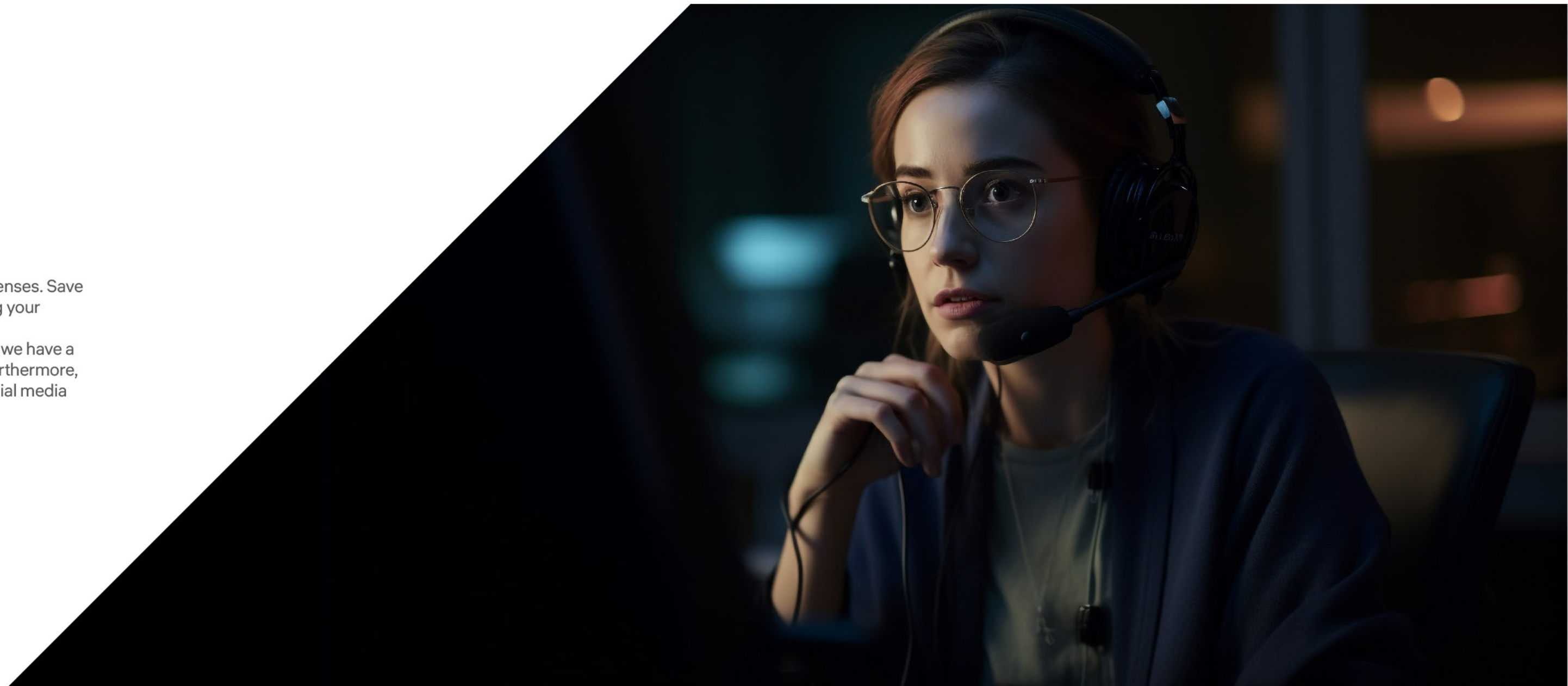
We strategize, implement and evaluate brand management. We have had the pleasure of helping key brands through agile actions and valuable insights. From launchings to monitoring reputation, augmenting corporate spirit, creating activity calendars, analyzing past performance and many more.

Customer Care Solutions

Beyond Support,
Building Trust.

Outsourcing your customer care needs is a great way to cut expenses. Save on staff members, office space and expensive gear by entrusting your customer care services to WorkGen.

From small to large volumes, and whether inbound or outbound, we have a 24h call center ready to accommodate your needs right here. Furthermore, we handle the customer care required through your website, social media pages and email accounts.



Thank You!



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