



Brand architects

From Concept to Market: Your 360° Brand Office

“Where strategy meets execution, and brands are built to perform.”

What we do

We transform businesses

with the power of marketing. By developing a strong brand strategy, we help companies stand out and connect with their target audience. Through design, messaging, and positioning, we help businesses build trust and credibility, which leads to increased sales and growth. With our expertise, we empower businesses to reach their full potential: to become market leaders of tomorrow.



The Brand Promise

More than an agency, your outsourced brand office.
We manage your brand's full lifecycle
From concept to commerce, from vision to velocity.

One partner. Every function. One measurable
outcome.....growth.

We don't chase trends, we architect them.

*Brand
architects*



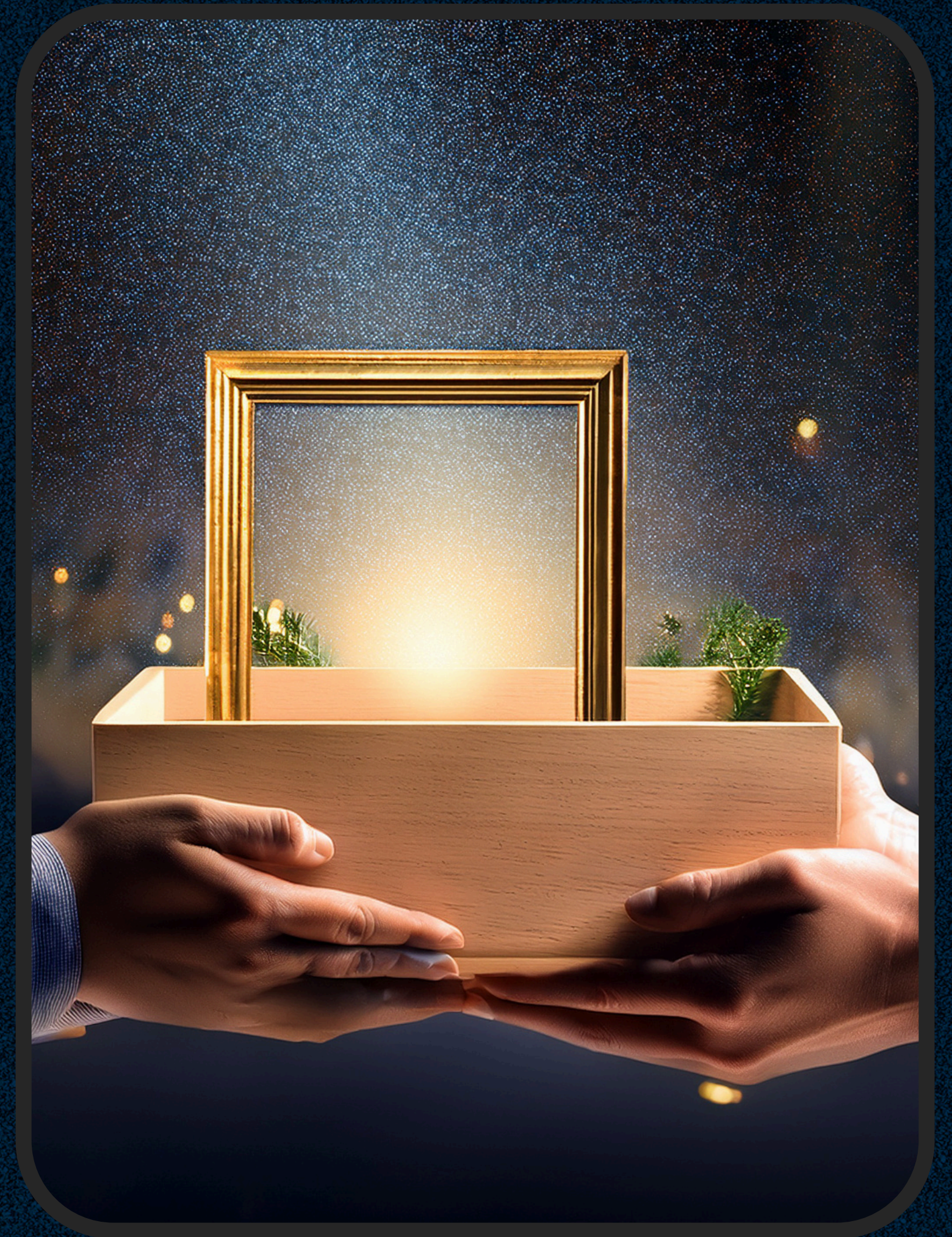
Why We Exist

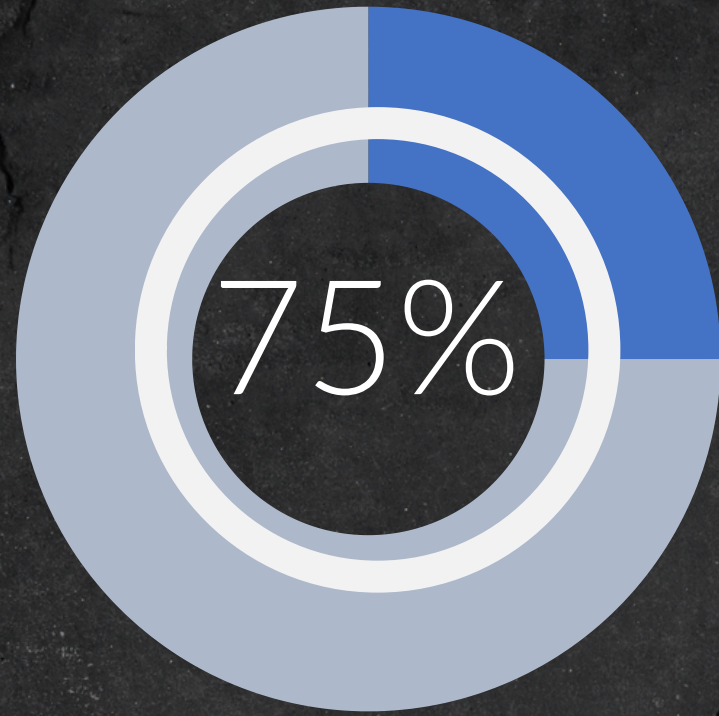
Because brands deserve more than fragmented marketing.

Agencies sell services. We deliver systems, strategy, creative, trade, and digital, all connected, all accountable.

We replace silos with synergy.

We replace execution gaps with ownership.

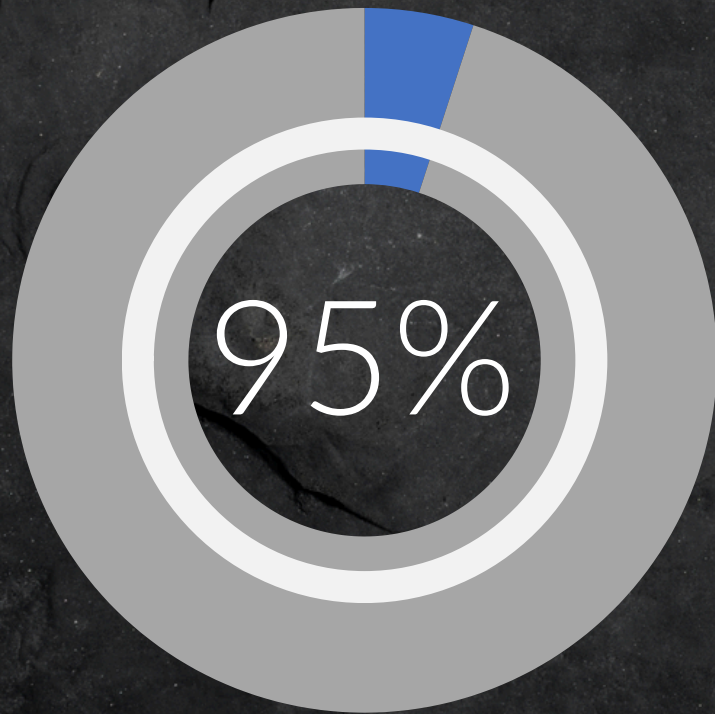




of the

Creative Agencies

focus only on developing creative advertisement concepts that often do not resonate with the brand.



of the

Digital Agencies

only make and follow a posting calendar. They chase clicks and views often at the expense of the brand.

What makes us unique

We keep brand building in mind

While offering all of the services offered by creative and digital agencies, and more. While creative agencies and digital agencies are often unaware of the brand perspective, we never lose sight of the bigger picture. Because brands establish identity, differentiate from competitors, build trust and credibility with customers, influence purchasing decisions, create emotional connections, and attract top talent. Who doesn't want all of that?

Who We Are

We don't just create campaigns — we build ecosystems.

Brand Architects is a 360° consultancy integrating strategy, creative, trade, and digital under one roof.

Core Strengths:

- Brand Management as a Service (BMaaS)
- Cross-industry experience: FMCG | Retail | Pharma | Education | Tech
- Data-led creativity and insight-driven execution
- Proven growth: revitalized portfolios, digitized operations, awarded campaigns

We don't just grow brands — we manage them like assets.



Syed Abdul Rafay Qayyum

Founder & Chief Brand Strategist – Brand Architects

With over 18 years of experience across FMCG, Personal Care, Pharma, and Education, Rafay has led brand portfolios for Nivea, Hilal, Mezan Foods, ZIL, Kernelpop, Getz Pharma, and HibaLife. He blends corporate discipline with entrepreneurial innovation, delivering award-winning campaigns and category-defining launches such as Pakistan's first no-gas body spray and the Effie-winning Mezan campaigns.

At Brand Architects, he champions Brand Ownership, ensuring strategy, creative, trade, and digital stay unified under one vision.

Highlights:

- 18 + years in brand strategy & integrated marketing
- Founder of Brand Architects (Pakistan & Middle East)
- Expert in brand revitalization & digital transformation
- Certified CPM – Asian Marketing Federation
- MBA (Marketing), SZABIST Karachi



“I believe brands are living entities, when managed with ownership and purpose, they don't just grow; they lead.”

Our Edge

Why Brand Architects? Because we don't just advise — we deliver. Most agencies stop at strategy or creative. We own the entire journey — from concept to commerce.

Our Formula:

- Strategy + Execution = Results
- Cross-Industry Experience
- Research-Powered Creativity
- Unified Dashboards & Delivery

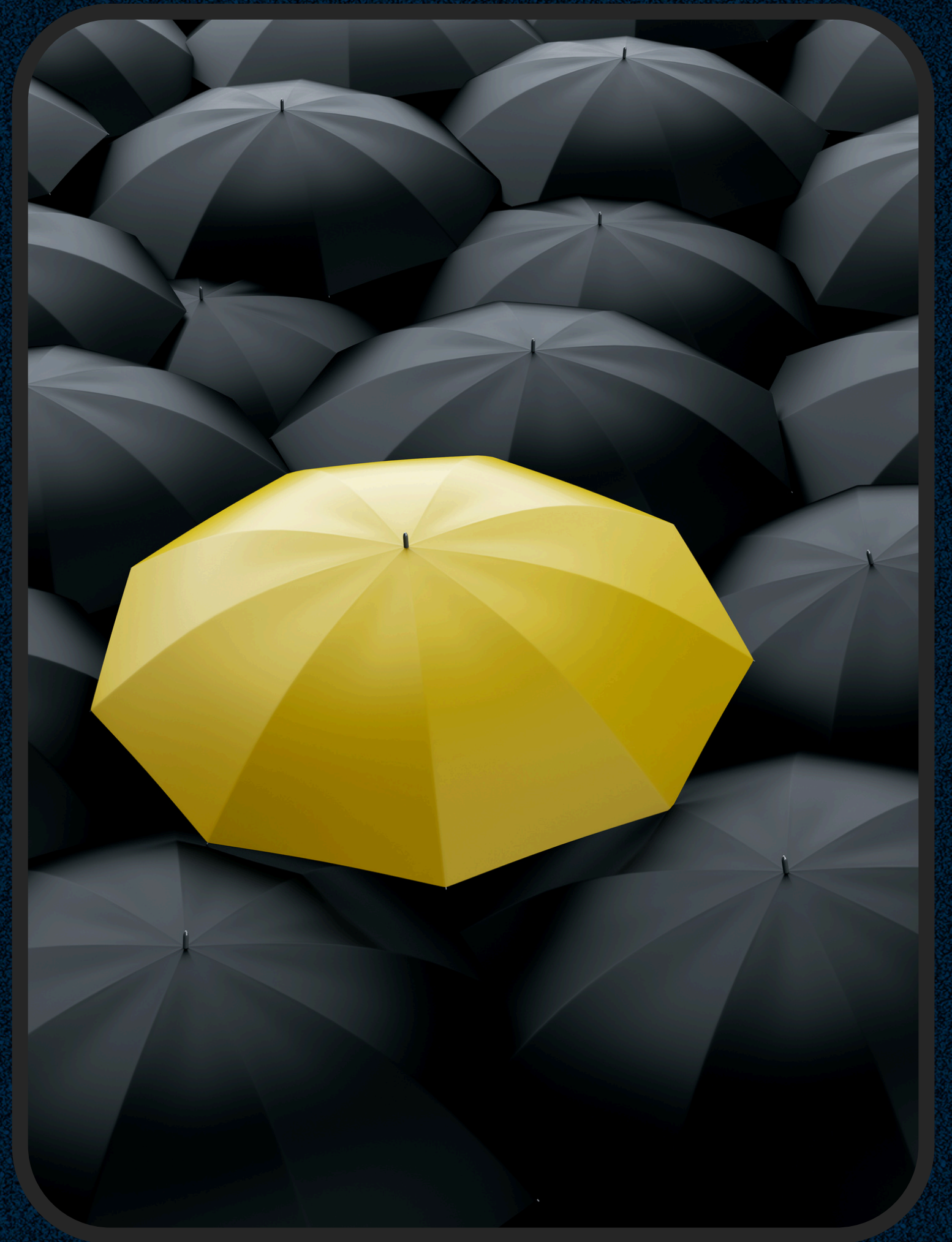
Brand Architects isn't an agency.....it's your brand's operating system.

What Sets Us Apart

We see brands differently.
Where others chase clicks, we build coherence.
Where they deliver campaigns, we deliver consistency.
Where they pursue impressions, we protect integrity.

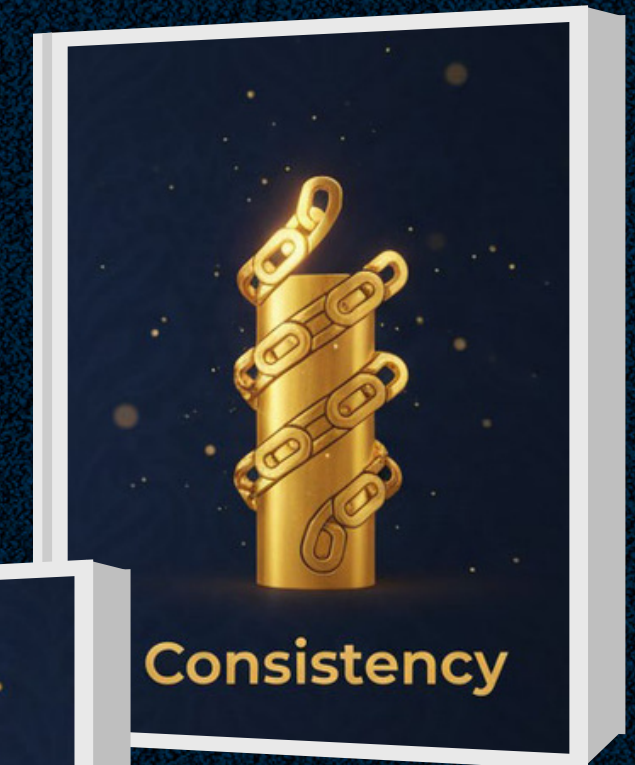
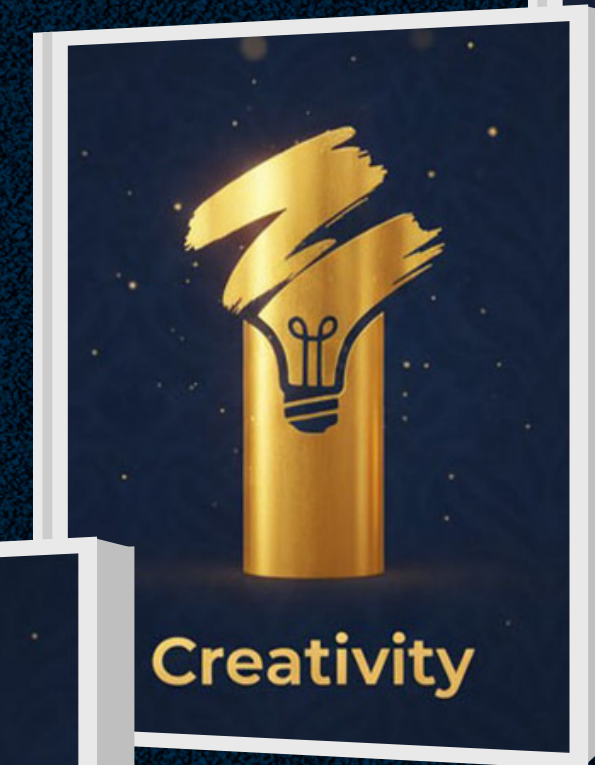
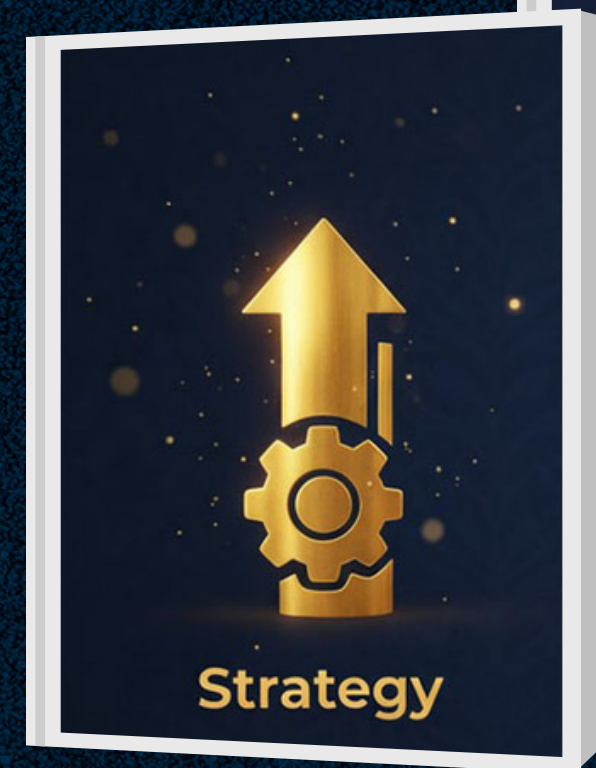
Our approach is holistic — every message, pixel, and plan reinforces a single core: the brand.

Because brands that stay true, stay ahead.



Our Philosophy | Brand Ownership

We believe brands thrive when their strategy, design, and delivery move as one. Brand Architects exists to eliminate fragmentation to replace vendors with vision and execution with ownership.



Snapshot of Our Services



Brand Management (BMaaS)

Our core model connects every brand function under one roof. From concept to commerce. We deliver measurable growth through strategy, creative, trade, and digital integration.

Visual Idea: Place a central circle labeled BMaaS with six satellite icons:

1. Strategy & Research
2. Creative & Design
3. Digital & E-Commerce
4. Trade & Activation
5. Performance Analytics
6. Training & Workshops



Market Research & Strategy

Insight before investment.

Every strategy begins with understanding who your consumer is, what they value, and how your category behaves.

Core Deliverables:

- Consumer & Category Insights
- Competitor Mapping
- Positioning & Segmentation Strategy
- Communication Blueprints
- Market Entry Feasibility Studies

We don't guess the market — we define it.



Creative & Campaigns

Turning strategy into stories that sell.
Creativity engineered from insight — every line, every frame, every emotion.

We build campaigns that inspire and convert.

Capabilities:

- Campaign Concept & Communication Design
- Packaging & Visual Identity
- Film & Photo Production (with Seesaw)
- ATL | BTL | Digital Integration
- Copywriting & Storytelling

We don't just make ads — we create movements.



Digital Marketing & E-Commerce

Beyond clicks building digital ecosystems that sell. From social storytelling to e-commerce performance, we transform online presence into measurable business growth.

Digital + E-Com Synergy:

- Platform Strategy (Shopify, Daraz, Amazon, Etsy)
- Social Media + Performance Campaigns
- Influencer Management
- SEO/SEM Optimization
- Store Setup, Content & Fulfillment Management

We turn engagement into conversion, and conversion into loyalty.



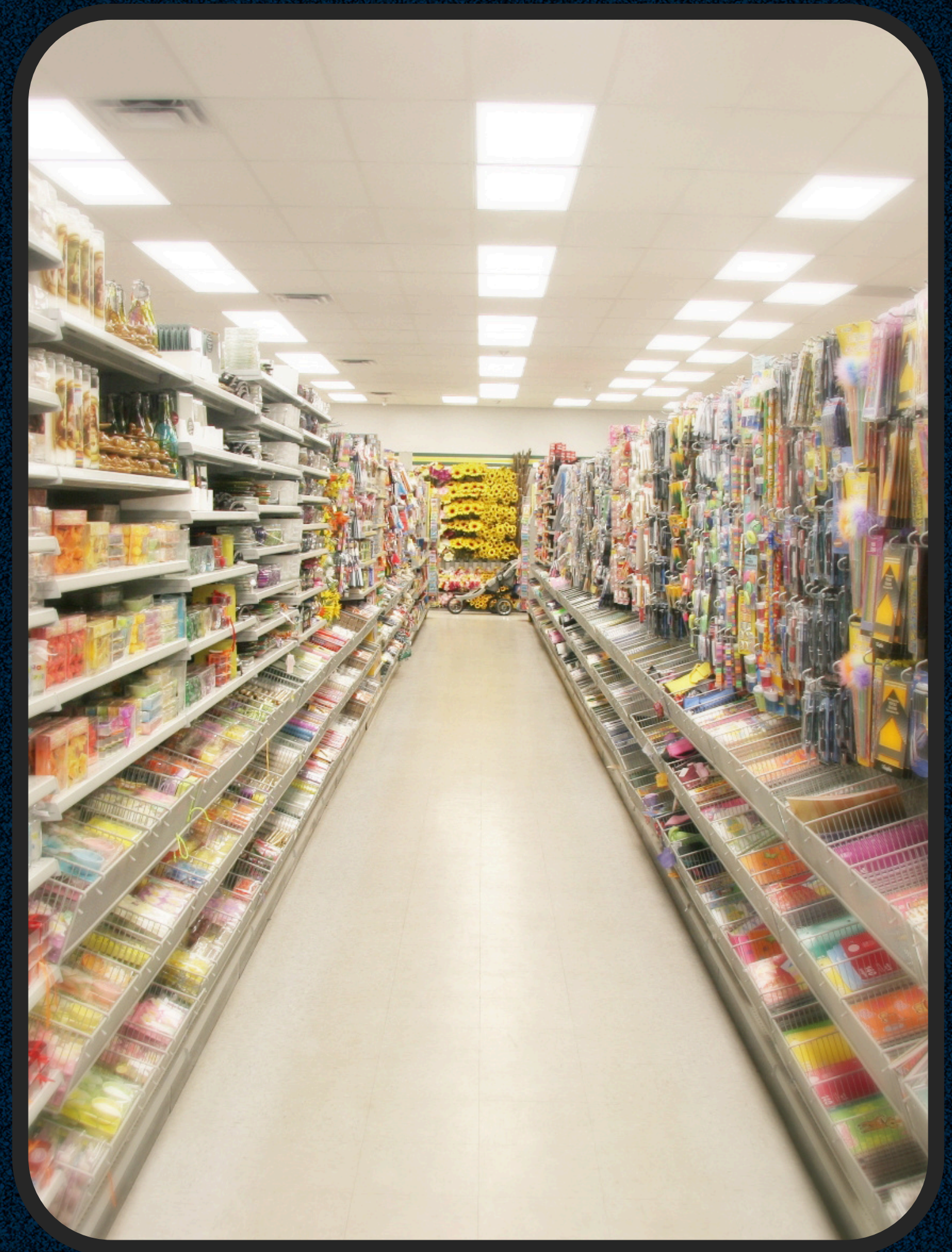
Trade Marketing & Sales Strategy

Connecting brand strategy to retail impact.
We make sure what's promised in the boardroom performs at the shelf.

Core Services:

- Channel & Distribution Planning
- Trade Promotions & Visibility Campaigns
- Retail Design & POSM Development
- Dealer Incentives & Sales Forecasting
- On-Ground Activation & Sales Analytics

We turn strategy into sell-through.



Packaging & Design

The shelf is the moment of truth — make it unforgettable.

We merge strategy with design psychology to create packaging that commands attention and communicates value instantly.

What We Deliver:

- Brand Identity & Packaging Architecture
- Visual Systems for Multi-Product Portfolios
- Structural & Labeling Design
- Print Production Management
- Design Modernization & Refresh

We turn design into differentiation.



PR, Influencer & Creator Network

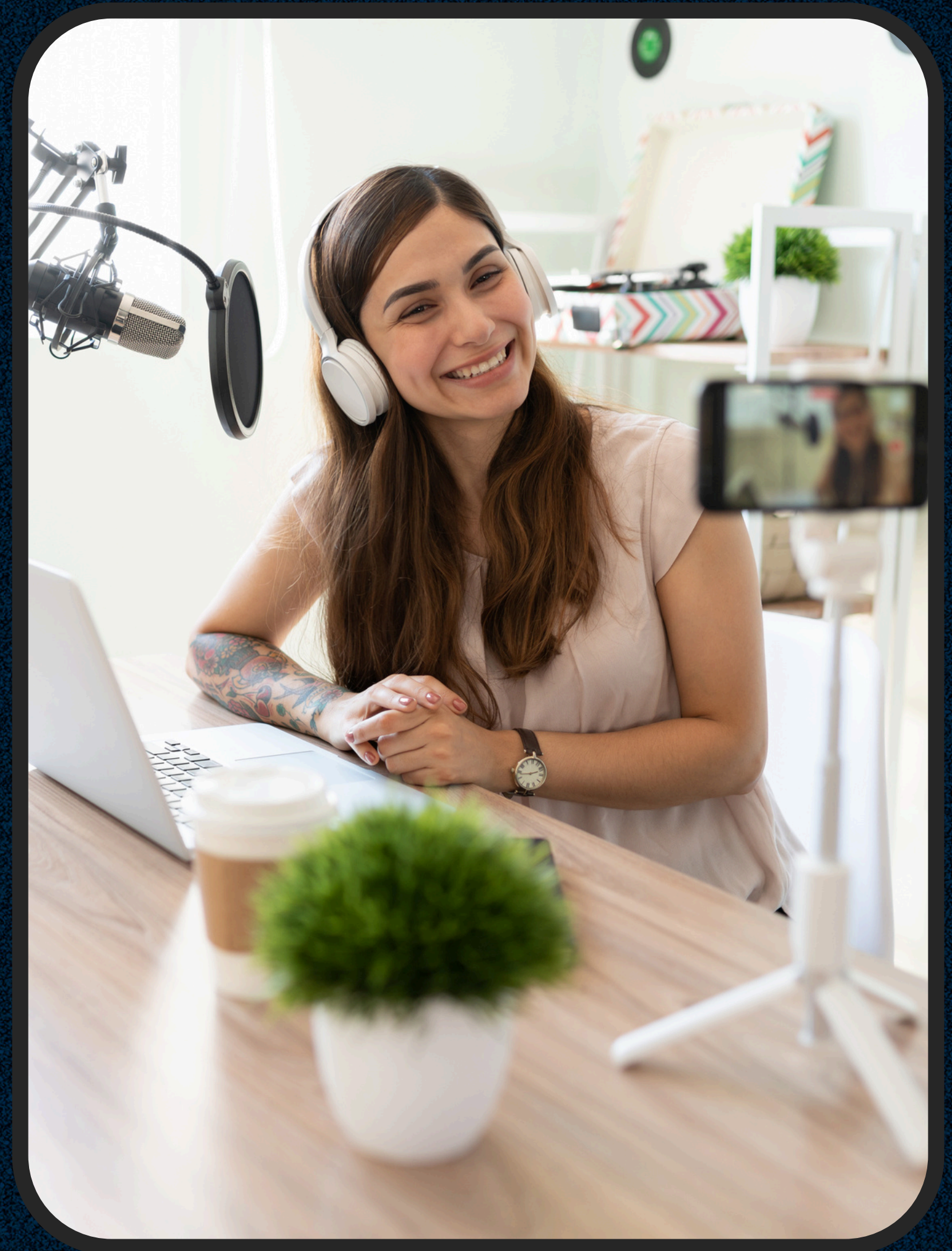
From credibility to connection where trust meets influence.

We merge PR precision with creator authenticity to make brands both trusted and talked about.

Capabilities:

- Media Relations & Press Coverage
- Influencer Identification & Briefing
- Content Co-Creation & Campaign Execution
- Crisis & Reputation Management
- Event PR & Digital Amplification

We turn influence into impact.



SaaS & Platform Partnerships (DevSphere)

When brands scale beyond visibility, we build the tech that powers them.

Through our partnership with DevSphere, we develop platforms, SaaS products, and marketplaces that extend brand ecosystems.

Capabilities:

- Platform Strategy & Architecture
- Custom SaaS & Marketplace Development
- UX/UI & Product Branding
- CRM + Data Integration
- Go-to-Market Commercialization

We don't just build brands , we build what brands grow on.



Performance Tracking & Brand Intelligence

Measure what matters. Optimize what performs.
We connect creativity with commerce — tracking results in real time.

Capabilities:

- Power BI Dashboards
- KPI Development & Tracking
- Data Integration & Sentiment Analysis
- Campaign & Sales ROI Evaluation
- Forecasting & Optimization Frameworks

We turn performance into perspective.



Training & Workshops

Empowering teams to build the brands they believe in. We equip organizations with the tools, skills, and frameworks to grow brands intelligently and sustainably.

Programs:

- Brand Management & Strategy
- Digital Marketing & E-Commerce
- Sales & CRM Training
- University & Corporate Workshops

We don't just manage brands — we build the people who build them.



Production & Activation Partners

From concept to camera to campaign. Through our collaboration with Seesaw Production and Brandtact, we deliver full-scale creative production and on-ground activation.

Capabilities:

- Campaign Shoots & Brand Films
- Event Marketing & BTL Activations
- Retail Experiences & Roadshows
- Media Optimization & Post-Production

We bring brands to life — on screen and on ground.



Creator & Tech Collaborations

Global Creators. Local Stories. Real Impact.
Through our network with Gambit MENA and DevSphere, we connect brands with global creators and scalable tech ecosystems.

Impact Areas:

- Influencer & Creator Network Access
- Co-Branded Content
- Platform Integration
- Data + Culture Driven Storytelling

We connect brands to culture — and culture to commerce.



Track Record

Proven Performance. Real Impact.

FMCG — Revitalized Crispy Crust portfolio; boosted category visibility.

Retail — Rebranded Delicacy Bakers (Dubai) with digital-first rollout.

Education — Smart classroom innovation for Guided Steps Academy.

Corporate — Market research & product entry for Sitara Chemicals.

Every project, a partnership in progress.



Selected Case Studies | Measurable Impact

HibaLife – Strategic Brand Turnaround

+30% profitability through integrated marketing and operational optimization.
Revitalized brand positioning and digital ecosystem for sustained growth.



Mezan Foods – Effie Award-Winning Campaign

+25% sales increase and record category visibility.
Led ATL & BTL initiatives that transformed brand perception and consumer engagement.



Delicacy Bakers (Dubai) – Digital-First Rebrand

Expanded to upscale audience through modernized identity and web presence.
Executed complete rebrand and cross-platform rollout for a premium market entry.



Cola Next – Action-Packed 360° Campaign for Rural Penetration

+28% sales growth | TOM improved from 5th to 3rd position.
An action-packed TVC with a 360° rollout energized rural markets. The campaign combined cinematic storytelling with localized engagement and visibility drives, significantly boosting sales and TOM ranking in emerging regions.



Advertising Portfolio & Impact

Key Campaigns & TVCs

1/2

Year	Brand / Category	Campaign / Description	YouTube Link	Impact
2020	HibaLife	Conceptualized and led the first-ever TVC under strict budget; positioned Hibalife as a Tibbe Nabwi based natural, immunity-driven Brand.	View TVC	Built national awareness; led to the brand's highest sales quarter.
2018	Mezan Banaspati	Relaunched and repositioned the cooking oil category through value-based storytelling and complete new brand image.	View TVC	Increased brand sales by 28% and market share in rural Punjab.
2018	Mezan Tea	Emotionally charged TVC associating the brand with tradition.	View TVC	Improved top-of-mind awareness (TOM) by 2 points within a quarter.
2018	Mezan Ramadhan Campaign	Emotional TVC connecting the Ramadhan spirit with Oil	View TVC	20% increase in Sales YoY

Advertising Portfolio & Impact

Key Campaigns & TVCs

2/2

Year	Brand / Category	Campaign / Description	YouTube Link	Impact
2016	Hilal Care - Bold Body Spray	Launched Pakistan's first "No Gas Body Spray." Conceptualized communication and ATL rollout.	View TVC	Achieved 86% sales growth in deodorant category within a year.
2014	Nivea (Biersdorf)	Managed five categories under global brand; introduced skin whitening range.	View TVC	The new product line became one of Nivea's top sellers in Pakistan.
2012	KernelPop Popcorn	Rebranded popcorn category with lifestyle positioning.	View TVC	Increased sales and penetration in modern trade stores.
2009-10	ZIL Soaps - Opal & Capri	Revamped positioning and packaging; cost optimization and channel efficiency.	View TVC	Converted loss-making SKUs to profitable within one fiscal year. Sales increased by 400%

Some of Our Clients



Meet our Team



Amal K
Researcher & Data Scientist
Consumer Behavior & Market
Research Specialist



Saba S
Saba Sahar – Marketplace
Architect Etsy | Amazon |
Walmart | eBay



Salman A
Senior Web & Tech Architect
Web Development | Infrastructure
| Hardware Integration



Adeel M
Content Creator
Digital & Video Content
Specialist



Casim K
Graphic Designer
Logo & Packaging specialist



Atif S
Web Experience Developer
Front-End Development | UX/UI
Implementation



Hussain S
Social Media Specialist



Asad A
Digital Revolutionist
Digital Footprint specialist



Rabiyan S
End-to-End Development &
Integration

Why hire five agencies when one partner can do it all?

We are your 360° Brand Office, from concept to market, from identity to impact.

Let's Architect Your Brand Story!

*Brand
architects*

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