



A perennial source of **ideas** and **ideation**

IdeaMines



Inspiring Creativity

We
are long on
ideas
when you are short of
time



There are times when an advertising agency's in-house creative strength is fully deployed, yet there is more work to be done and deadlines to be met. There are also times when an agency wants to serve up a flavour different from its usual presentations.

At such times, we can be of productive assistance to you. We bring you a **wealth of experience, abundance of ideas** and a **global vision flowing from decades of** successful professional practice. Whenever the need for outside creative input arises you will find us a reliable and trust worthy partner.

Our seasoned team of creative specialists has extensive experience in the Pakistan advertising agency environment as well as abroad.

What do we do?

We are a resource for advertising agencies for:



Generating ideas



Formulating appropriate and practical design concepts



Campaign development



Designing cost efficient media and placement strategies



Counter brief generation where required



Campaign evaluation if required



Superior quality stock images



Reference CDs of:

- International Logos
- International Brochures
- International Annual Reports
- Video Stock Footage
- Corporate Videos
- Documentaries

Over the years the IdeaMines team has delivered effective creatives for almost all types of goods and services. Specifically, our experience covers but is not limited to:



Airlines, holidays and travels



Alcoholic and nonalcoholic beverages



Automobiles and automotive products



Baby care products



Bakery, biscuits & confectionary



Banking and financial services



Computers, peripherals & computer software



Consumer electronics and white goods



Cosmetics



Fabrics & garments



Fast food & take-away meals



Formalwear, casual wear, nightwear



Fragrances & perfumes



Frozen and packaged foods



Hardware & tools



Healthcare & healthcare products



Hospitals, clinics & medical services



Hotels, restaurants & hospitality facilities



Housing, homeware and homecare products



Ice creams & ice cream parlours



Insurance (life, health & general)



Internet services



Milk & dairy products all sorts



Personal care, grooming & toiletry products.



Social marketing



Signature garments and designer clothes



Tea, coffee & hot beverages



Tobacco & cigarettes



Undergarments, male and female



Women's personal hygiene products

We possess specialized expertise in:



Brand naming and brand identity development



Perception management



Internal branding regimes



Annual reports 'front-of-the-book'



Corporate image and corporate histories



Corporate videos



Training and orientation videos



Documentaries

The IdeaMines

Stock Images Division



Size



Variety



Vision



Imagination

We have perhaps Pakistan's largest and ever - growing library of superior quality stock images. These images can be provided as **RTP.tiff** files or as **.jpeg** files.

Major categories are people (men, women, children, babies and mixed groups), travel, business (banking, finance, insurance, etc.), household (goods and artifacts), agriculture (farm, field, fruit, vegetable, and livestock), hospitality, architecture and interiors, science and technology, computers and telecom, health, fitness and medicine, animals, birds and wildlife, education, etc.

This service is geared to save advertising agencies valuable time and man-hours and is very affordable.

We are as close to you as your nearest telephone or computer.

There are many ways to reach us.

Ways to reach us



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92300 829 8475
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9221 3544 2779 9221 3602 1758



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