



COMPANY PROFILE

COMPANY PROFILE

COMPANY BY
TAG
GROUP



VORSON MarCom is a full service marketing agency specializing in Experiential & Digital Marketing, In-Store Merchandising, Creative Content Development and Corporate Events with key focus on driving effective, data-driven and measurable solutions.

We partner with our clients to provide superior value through clutter breaking marketing strategies and exceptional executions that generate and convert leads.

From designing, developing and optimizing campaigns both off and online, to achieving campaign targets & uplifting sales through tactical deployment of experiential and digital marketing activities, we work with our clients to raise awareness of their brand, generate exceptional sales opportunities and maximize their marketing ROI.

We believe that our clients deserve the most premium of services. It is our mantra that true value is generated only through shared goals and visions. Therefore, we believe in going one step further than traditional agencies and working as a team with our clients to make their goals and objectives our own, this enables us to create a win-win-win situation for all stakeholders.

200+

HAPPY CLIENTS

500+

SUCCESSFUL PROJECTS

3+

OFFICE LOCATIONS

30+

CORPORATE SERVICES



INDEX

INDEX



OUR SERVICES

Our ambit of services span over the following areas of expertise



EXPERIENTIAL MARKETING

Powerful connections. Unforgettable experiences. Experiential marketing redefines engagement.



CORPORATE EVENTS

Elevate your events. Unforgettable corporate experiences.



MERCHANDISING

Unleash your brand's potential. Captivate with irresistible merchandising.



OOH SOLUTIONS

Powerful OOH solutions. Amplify your brand's reach and impact.



CONTENT & DESIGN

Create captivating content. Inspire through design. Unleash your brand's creative potential.



DIGITAL MARKETING

Fuel growth with digital marketing. Maximize reach, engage audiences, and drive success.



CELEBRITY MANAGEMENT & PR

Unleash star power. Elevate your brand. Celebrity Management & PR that shines.

EXPERIENTIAL MARKETING SERVICES

Data is at the core of our Experiential marketing services. We use a data driven approach to brand activation which enables us to provide exceptional executions and results in

DOOR TO DOOR SELLING



IN-STORE BA PROGRAMS



MALL ACTIVATIONS



RURAL OUT REACH PROGRAMS



CLUSTER ACTIVATIONS



ROAD SHOWS



SHOPPER MARKETING & ENGAGEMENT



IN-HOME GATHERING



DIGITAL SERVICES OFFERING

We house some of the best and most scalable digital solutions with data at the core of our strategies and operational tactics. We pride ourselves in providing the following services to our valuable customers



**WEB & APP
DEVELOPMENT**



**DIGITAL MARKETING,
SEO/SEM**



**DESIGN THINKING
DEVELOPMENT**



**GOOGLE DISPLAY
NETWORK**



**SOCIAL MEDIA
MANAGEMENT**



**MEDIA PLANNING
BUYING**



BUSINESS ANALYTICS

- Social Listening
- Reputation Management
- Keywords tracking
(Particular to Brand or Category)
- Adhesive response management system
- Web & App Analytics

OUT OF HOME SOLUTIONS

Using the most advanced technologies, we pride ourselves in being one of the innovators in adaption and deployment of technology in the field of out of home displays in Pakistan.

**3D
BILLBOARDS**



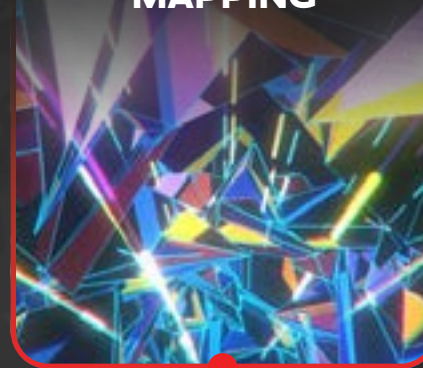
**AUGMENTED
REALITY (AR)**



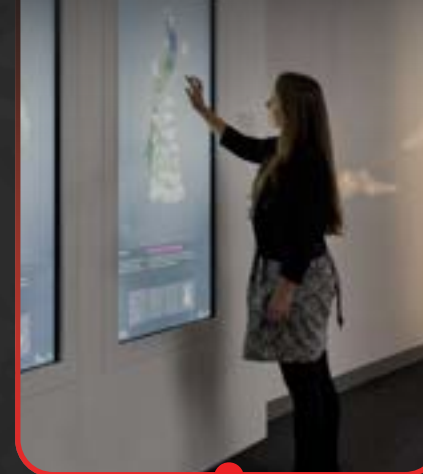
**LASER
PROJECTION**



**MOTION
MAPPING**



**INTERACTIVE
SCREENS**



**VIRTUAL
REALITY (VR)**



SMDS



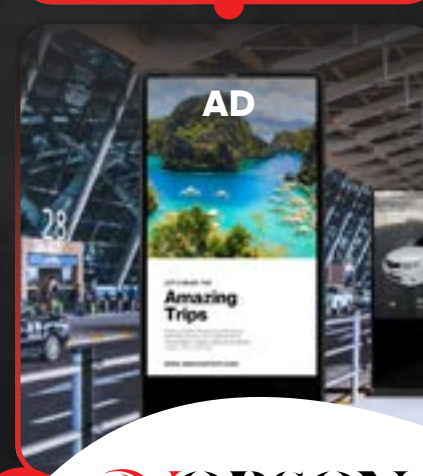
**PROJECTION
MAPPING**



**IMMERSIVE
PROJECTION**



AD



MERCHANDISING SOLUTIONS

We believe that in a world where consumers are bombarded with advertising, setting your brand apart takes a lot of efforts and resources.

Research shows that almost 47% of in-store sales are based on impulse decisions. We design and deploy POSM tools and collaterals that are strategically thought out to break the clutter and set our client's brand apart from the competition, enabling our clients to tap their customers in ways that generate impulse through out the path to purchase.

Our aim is to provide superior merchandising tools that are cost effective and scalable for our clients.

What sets us apart is our infusion of technology with traditional merchandising solutions that enables our clients to truly uplift their brand experience.



**OUR
ACCUMULATIVE
EXPERIENCE**
IN VARIOUS CHANNELS





BRAND ACTIVATION



CONFERENCES & EVENTS



CONFERENCES & EVENTS



CONFERENCES & EVENTS



CONFERENCES & EVENTS



JAZZ GAMENOW APP LAUNCH EVENT



CBRE CBRE - TOWN HALL 2023 EVENT



JAZZ STRATEGY SESSION WITH CEO EVENT



DAWLANCE GOES SOLAR EVENT



ZONG 4G
LET'S GET DIGITAL

ZONG - CWC '23 - PAK VS INDIA LIVE SCREENING



ufone 4G

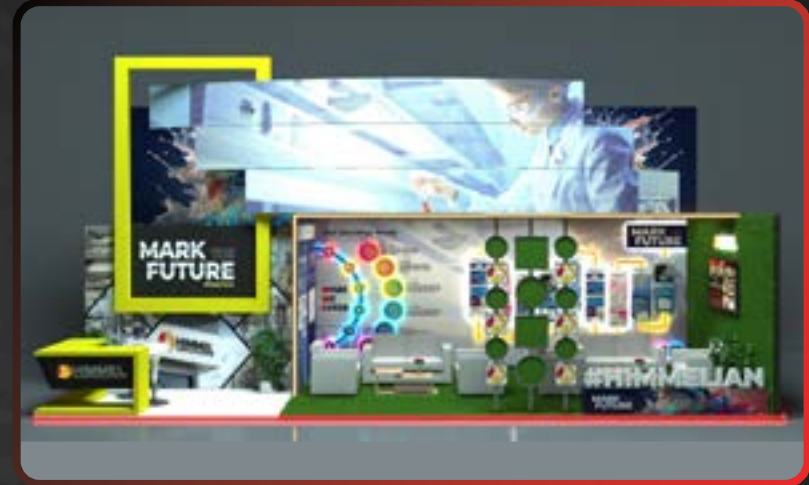
UFONE - U TOU BABAR HAI MALL ACTIVATION



DAWLANCE PINKTOBER 2023 EVENT



JAZZ DIGITAL ACADEMY EVENT



HIMMEL PHARMA SETUP - SMOP CONFERENCE

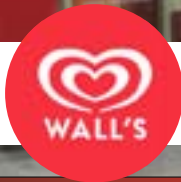


FLASH FIBER (ACHIEVING 200K CUSTOMERS)

Flash Fiber celebrating the incredible milestone of achieving 200k customers and 500k fiber ready houses.



WALLS - FEAST CARAMEL VISIBILITY DRIVE



WALLS - TUB ICE CREAM VISIBILITY DRIVE



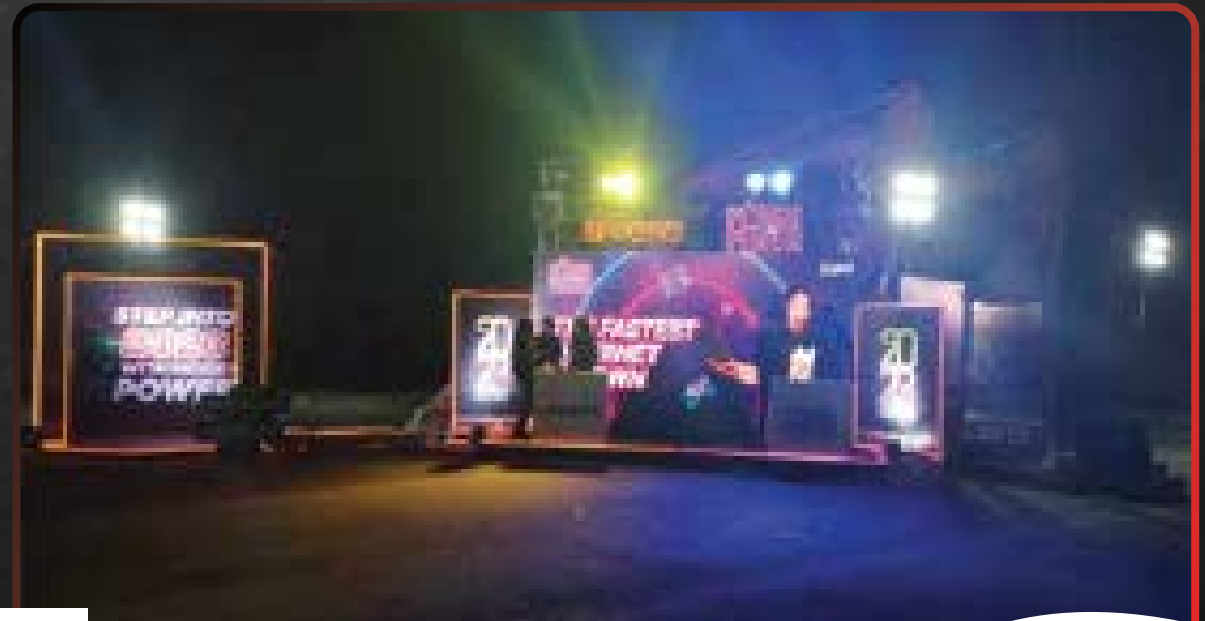
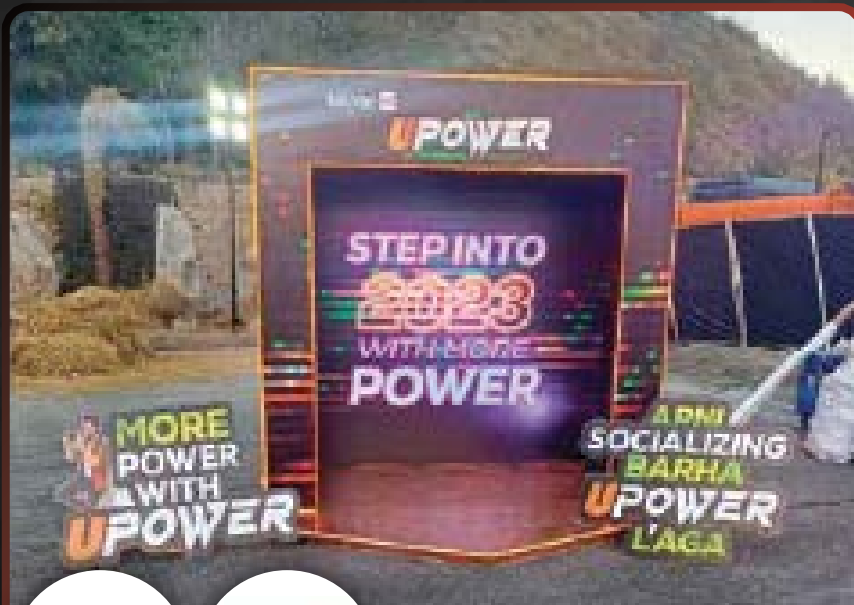
GETZ PHARMA CONFERENCE

3 days conference in Peshawar - Stall Fabrication - Conference area stage setup.



ufone 4G

UFONE 4G TEAM MEETUP



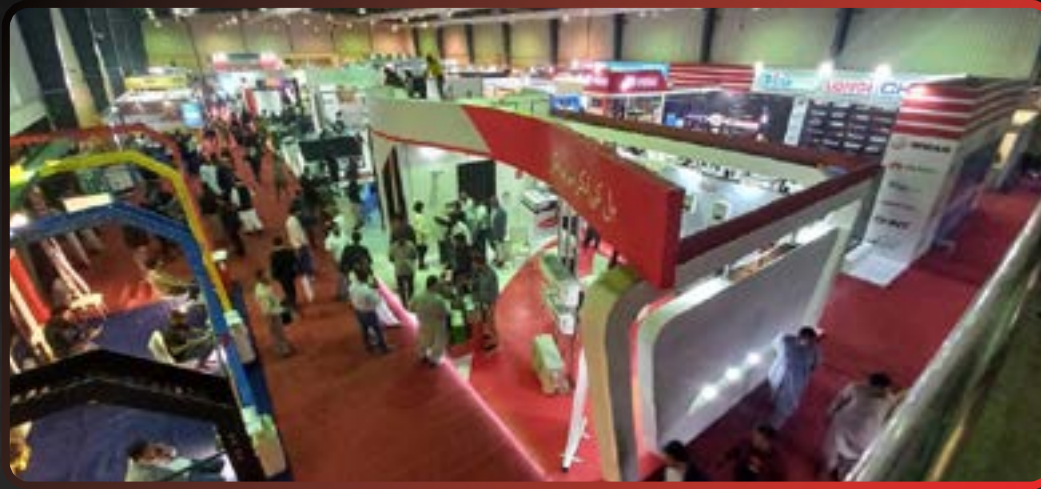
NYE CELEBRATION



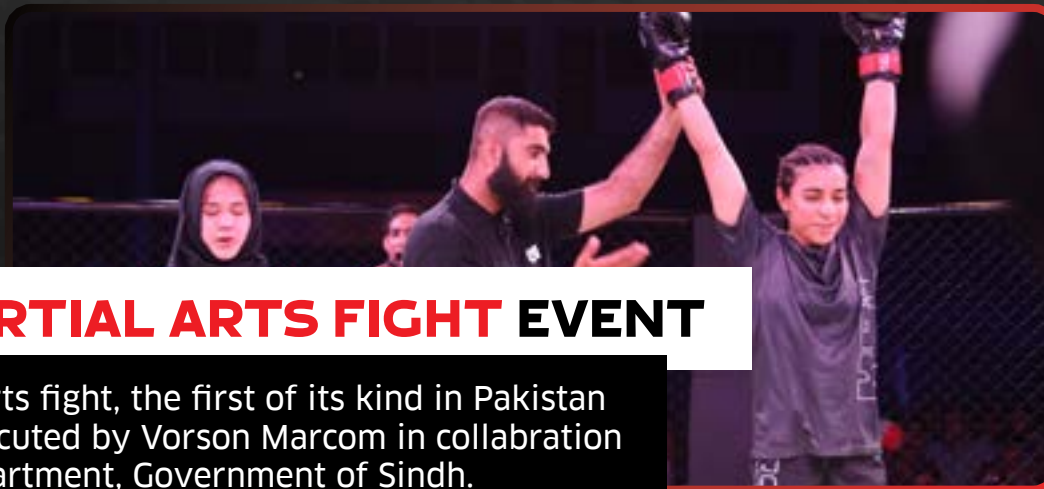
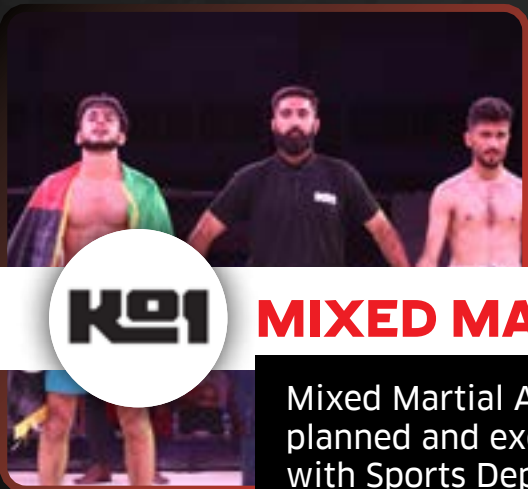
NUTRAFUL RURAL ACTIVATION



CRICKET LEAGUE AT UBL COMPLEX KARACHI - 2022



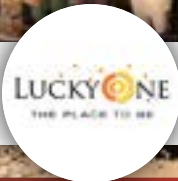
SOLAR PAKISTAN EXPO EXHIBITION



KOFI

MIXED MARTIAL ARTS FIGHT EVENT

Mixed Martial Arts fight, the first of its kind in Pakistan planned and executed by Vorson Marcom in collaboration with Sports Department, Government of Sindh.



CELEBRATION OF SUCCESS 5 YEARS

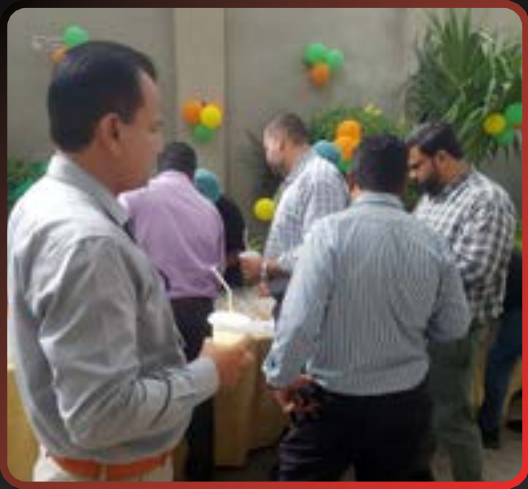


ZONG 4G
LET'S GET DIGITAL

ZONG RURAL THEATRE ACTIVATION



HIMMEL'S CONFERENCE AT KIRAN HOSPITAL - 2022



AGP

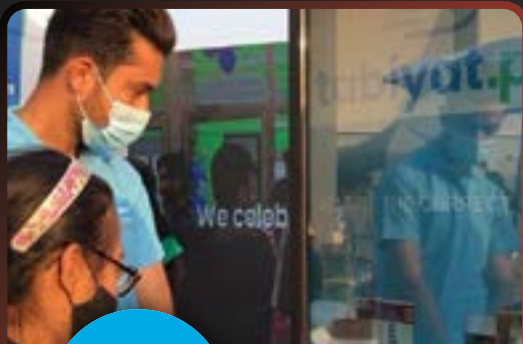
HR SUMMER FIESTA EVENT



HIMMEL'S STALL ACTIVATION



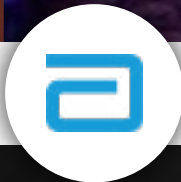
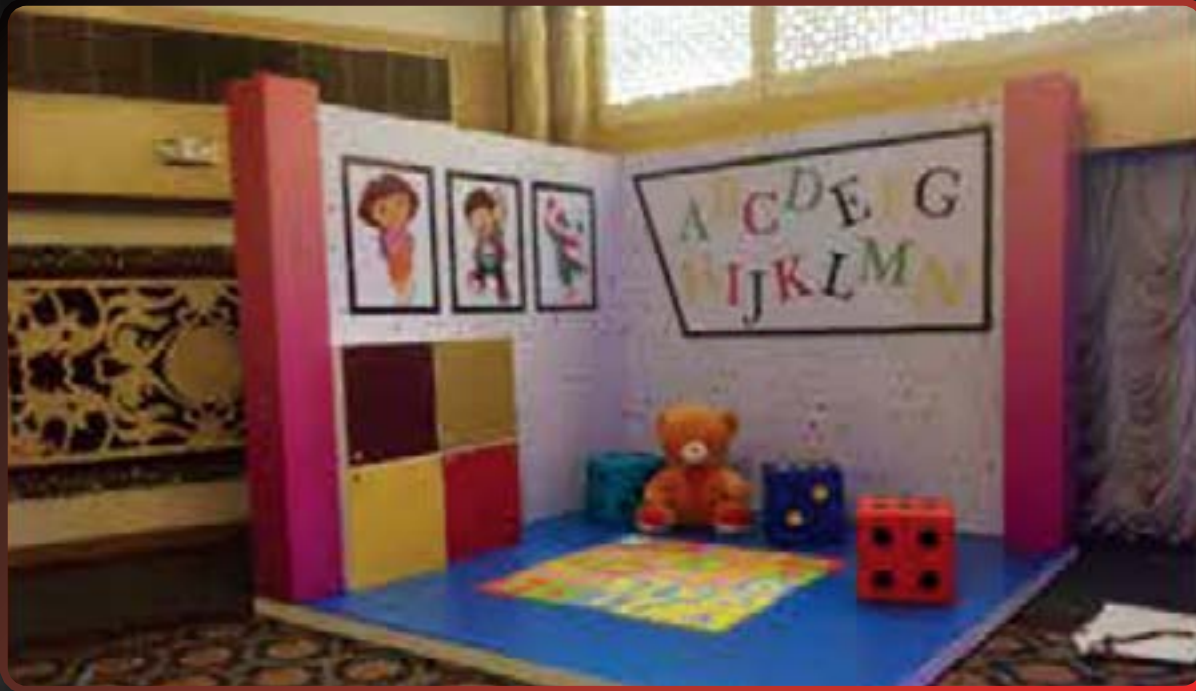
NABIQASIM AZADI CELEBRATION



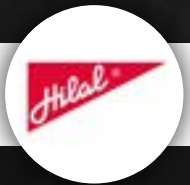
TABIYAT.PK - EVENT



MARTIN DOW - EID GALA



ABBOTT - FEVER FREE NIGHT

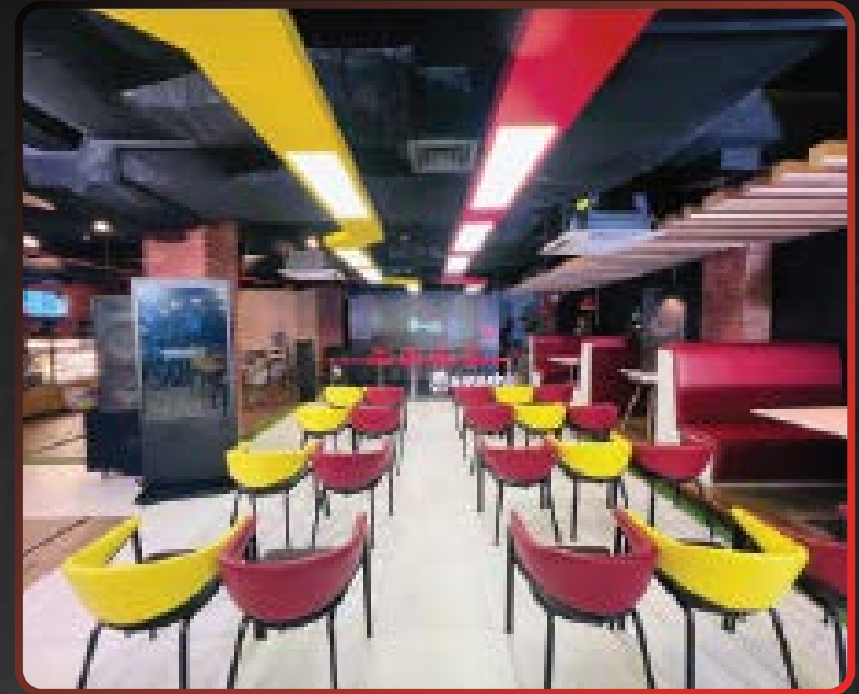


HILAL FOODS - STALL ACTIVATION

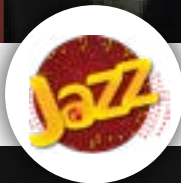




UFONE, PTCL, JS BANK - FLOAT ACTIVATION



JAZZ TAMASHA ORIGINALS TRAILER LAUNCH EVENT



JAZZ SEHWAN MELA



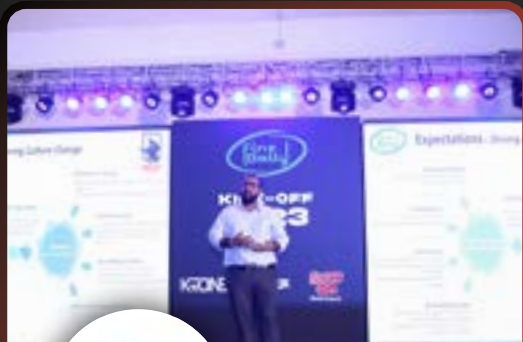
SALITEX

SALITEX MALL ACTIVATION

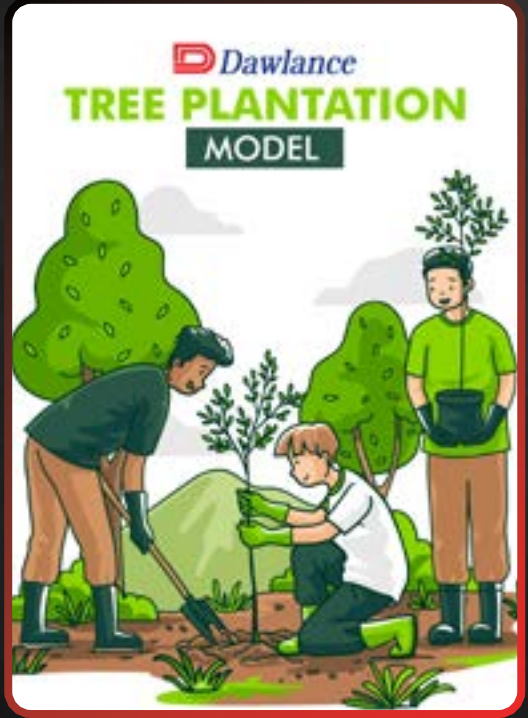


EXIDE AUTO SHOW SETUP

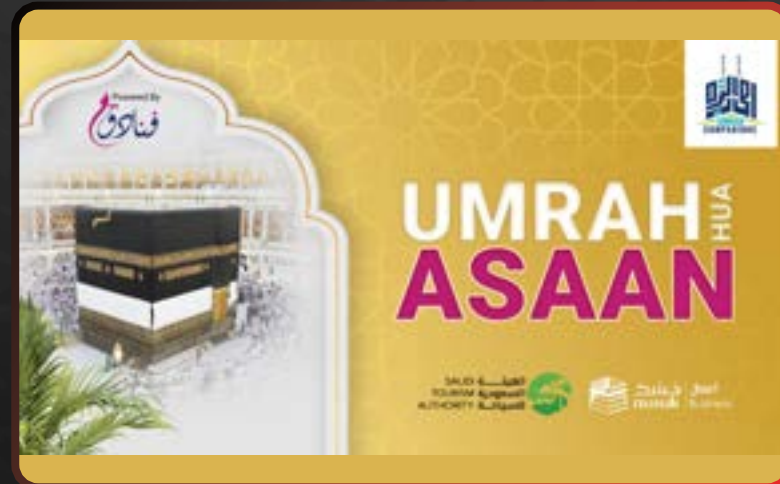




FINE DAILY - EVENT



ATL & BTL CREATIVE DESIGNING



ATL & BTL CREATIVE DESIGNING



ATL & BTL CREATIVE DESIGNING



ABOUT US

VORSON has been in the services industry since 2006, and we've successfully delivered brand activation, digital and static display solutions, renovations, offset printing, customized giveaways, general order supplies, and HVAC supply and maintenance services through our highly skilled and dedicated team to meet the needs of our vast clientele in corporate and other sectors. We believe in offering exceptional service while adhering to international quality standards and keeping professional ethics.

VORSON (Private) Limited is owned by TAG Group, which has been in the professional services market since 1998. In addition to being an ISO (9001:2008) Quality Certified Company, our competitive advantage stems from the fact that our key management team is largely comprised of seasoned professionals (Chartered Accountants, HR Consultants, Labor Sourcing, and Law & Industrial Management Experts), as well as the diversity of resources provided by our regional and global affiliates; it is this diversity that allows us to us the first preference for our customers' out-sourcing needs. Since joining TAG Group's fleet in 2006, we've been continuously providing comprehensive services and solutions to our clientele both domestically and internationally.

VORSON brings in unique offerings to its relationship with direct customers & buyers in local and international market through quality products and services drawn through extensive experience in the field. Our aim is to have efficient SBUs in the company working together to the best of their ability producing high quality of products and services for customers by using all resources to their fullest capacity.

VISION



To become a market leading Supplier and Premier Service provider through continuously achieve superior financial and operating results while adhering to the highest standards of business conduct.

MISSION



To maintain a balance between innovation and practicalities with a firm commitment to provide a diversified range of product and support services based on client focus and professionalism.

GENERAL ORDER SUPPLIES

VORSON provides a wide range of general order supplies on a large scale in all over Pakistan. VORSON facilitates cost effective supplies at your doorstep in today's fast paced challenging business environment without compromising on lead times.

Our General Order Supplies items include but are not limited to the following:



**GENERAL GROCERY
ITEMS**



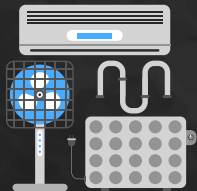
**PRINTING &
STATIONERY**



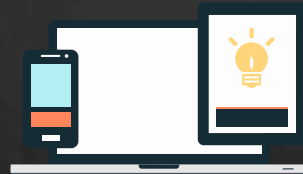
**ELECTRICAL & ALLIED
ITEMS**



**CLEANING &
JANITORIAL ITEMS**



**HOME
APPLIENCES**



**IT EQUIPMENTS &
ACCESSORIES**



**HARDWARE &
TOOLS**



**FOOTWARE
ITEMS**

At **VORSON** we support our clients at all levels as a general order supplier by maintaining international quality standards with professional integrity and also ensuring high end quality services to our esteem clients with full dedication and commitment.

CUSTOMIZED GIVEAWAYS

VORSON provides a wide range of Large Scale, customized giveaways Solutions to corporate clients all over Pakistan. We offer cost effective solutions at your doorstep in today's fast paced challenging business environment without compromising on lead times.

Our **giveaway items** include but are not limited to the following:

SEASONAL

- Fresh Fruits
- Dry Fruits
- Ice Creams
- Sweets
- Chocolates

EXECUTIVE

- Pens & Diaries
- Files & Folders
- Table Reminders
- Planners
- Wallets
- USB Flash Drives
- Bluetooth earpods
- Power Banks
- House Hold Accessories
- Shelving Solutions

GENERAL

- Key Chains & Mugs
- T-shirts & P-Caps
- Bags & Steering Covers
- Wall Clocks
- Shields & Awards





TEXTILE PRODUCTS

We have well-established stitching facility with state-of-the-art automatic, semi-automatic and manual machines to produce defect-free garments with the assurance of quality system. This gives us flexibility and speed to produce various types of garments simultaneously. We have

a team of experienced technical personnel in both production and quality segment which ensure the delivery on committed timeline and quality. Customers' orders are thoroughly scrutinized to ensure compliance with customer specifications before they reach their destination. That is an important factor of our growth and customer's satisfaction.

We have a dedicated division for textile products. Through our experienced purchasers and sourcing we are able to deliver products at the rates that are unparalleled. We believe in sharing our economies of bulk buying with our customers thereby enabling us to deliver our customers with the rates that are relatively lower than the rates prevailing in the market.

We have been providing supplies to large institutions of government and private sector. The prime focus of this division is to ensure our customer longevity and customer base expansion by constantly developing and implementing means of consumer satisfaction.

One of our prime objectives at the corporate level is to ensure that the supplies are delivered without any delay so that business managers can focus on core business activities. We believe that our business model will only remain healthy as long as we are meeting the expectations of our customers.

- POLO & ROUND NECK T-SHIRTS
- FORMAL SHIRTS
- PARACHUTE UPPERS
- FLEECE UPPERS
- TRACK SUITS
- LAB COATS
- OT KITS
- FABRIC MASKS
- LOOP HANDLEBAGS
- GRADUATION CAP & GOWNS
- FITTED ELASTIC BEDSHEETS
- OT SCRUB SUITS



OFFSET PRINTING

VORSON has a large variety of printing products with a reputation for producing high-quality printing on time and at competitive rates. Customers can trust Vorson to pay absolute attention to the quality and consistency in our services.

Our **printing solutions** include but are not limited to the following

LETTER HEADS

BUSINESS CARDS

FLYERS

DROP CARDS

FOLDERS

BROCHERS

BAGS

NEWSLETTERS

CATALOGUES

ANNUAL REPORTS

MAGAZINES

WOBLERS

RECEIPT BOOKS

PACKAGING

STICKERS

CALENDERS

DANGLERS & BUNTINGS

PDA'S

STATIONERY

DIARIES

VORSON provide complete range of printing and packaging solutions to clients all over Pakistan. In appreciation of our quality services we have been nominated by our clients. Vorson is a success story of honesty, commitment and dedication to provide best standards and in time delivery of printed products and packaging to our clients



DIGITAL & STATIC DISPLAY SOLUTIONS

VORSON DIGITAL provides cost-effective digital, static signage and interactive solutions. We are at the leading position in the list of digital signage companies in Pakistan. Our turn-key solutions include hardware, software, creative content design, installation and support. We focus on finding the right combination of technology and accessibility for our customers.

With full-service delivery, we are available to midsize, corporations and turnkey businesses, whether it is a single standalone entity or a corporate network.

VORSON Digital can provide you with custom digital solutions that suit your specific need and are priced at your budget

DIGITAL STANDEES

DIGITAL SMART TABLE

INTERACTIVE KIOSK

INDOOR & OUTDOOR SMD WALLS

DIGITAL PODIUMS

SHELVING SOLUTIONS

SMART MIRROR

COUNTER BRANDING

FASCIA 3D & BACKLIT SIGNAGE

POST INSTALLATION SERVICES

We offer a preventive maintenance program to reduce the downtimes and ensure operations smoothly. Our preventive maintenance program delivers planned maintenance to help protect your asset from expensive failure, extend the life of equipment and save energy cost.



AIRPORT BRANDING

Branding is absolutely critical to a business because of the overall impact it makes on your company. Branding can change how people perceive your brand, it can drive new business and increase brand awareness.

WHY JINNAH INTERNATIONAL AIRPORT?

Branding is absolutely critical to a business because of the overall impact it makes on your company. Branding can change how people perceive your brand, it can drive new business and increase brand awareness.

- BUSIEST AIRPORT OF PAKISTAN
- FACILITATES MILLIONS OF PASSENGERS
- OPERATIONAL ACROSS THE YEAR
- ALL YEAR ACTIVITY

Airport has its respective brand values and it's helpful to develop and improve unique identity for any brand.

VORSON provides specialized airport branding services to our clients

SMD SCREENS

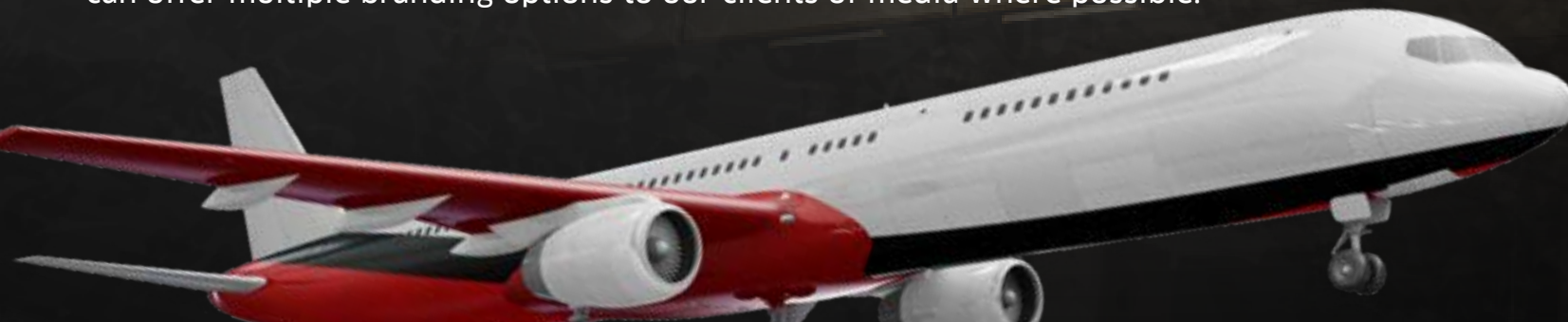
DIGITAL DISPLAYS

DIGITAL STANDEES

STATIC DISPLAYS

DIGITAL CHARGING STANDS

At the time of selecting a service provider it is very important to establish the provider's credibility from both perspective in service and equipment standpoint. We can offer multiple branding options to our clients of media where possible.



VORSON CORE CLIENTELE



VORSON CORE CLIENTELE



VORSON CORE CLIENTELE



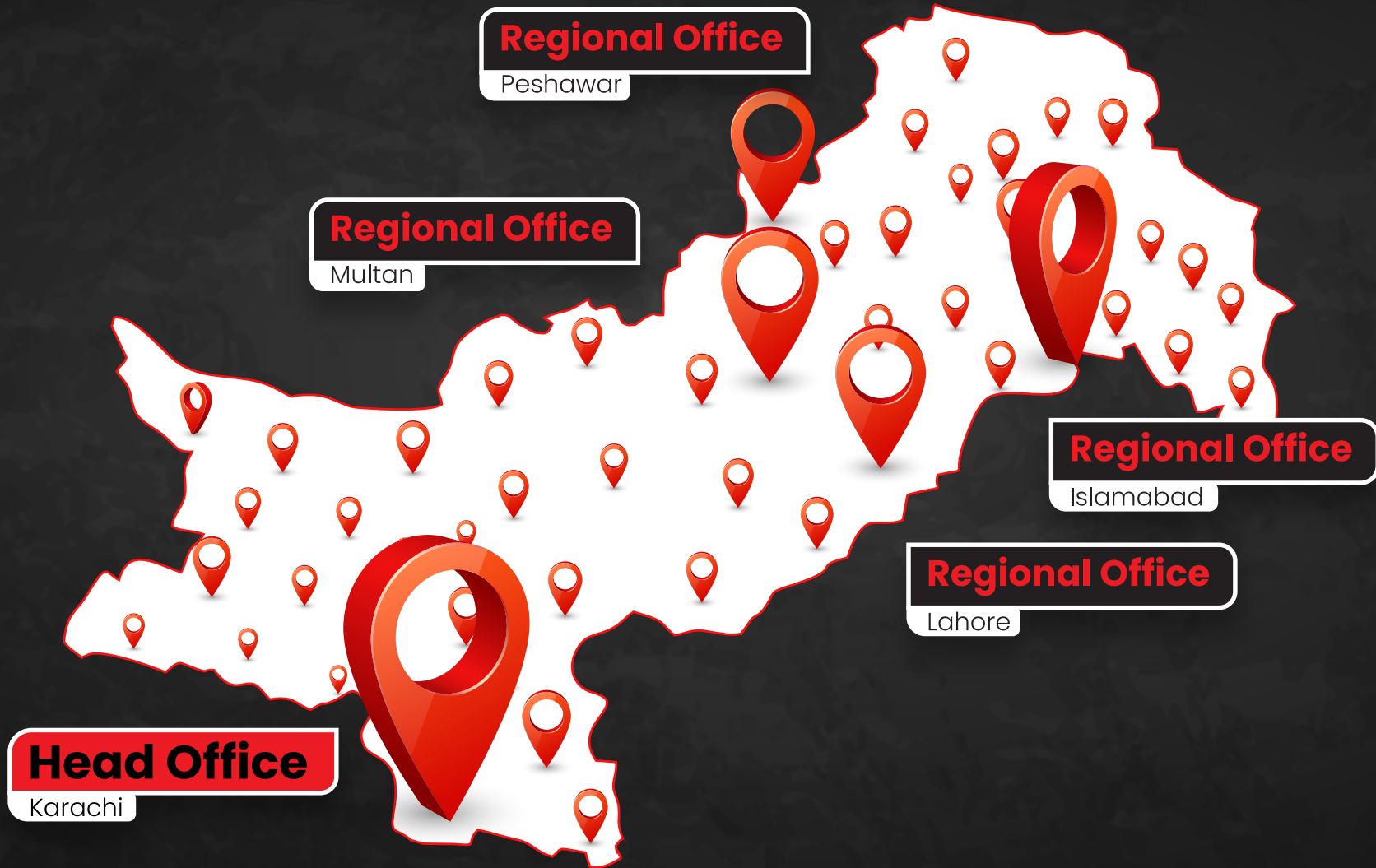
OUR FINANCIAL STRENGTH

We can manage single campaign amounting

80 MILLION+



OUR NETWORK



OUR PRESENCE (PAN PAKISTAN)

KARACHI



HEAD OFFICE

House # 173-W,
Block 2, PECHS,
Karachi.

ISLAMABAD



REGIONAL OFFICE

House #51, Street 92,
Roshan Street, I-8/4
Extension, Faizabad,
Islamabad

LAHORE



REGIONAL OFFICE

66 E Block, Model
Town, Lahore

MULTAN



REGIONAL OFFICE

House #187 X-Block
Bodla Town Mosa
Street, near
Abdullah park,
Qasoori chowk,
Multan.

FAISALABAD



REGIONAL OFFICE

House #297/4, Street
#18, Islam Nagar,
Faisalabad.

GET A ROUTE

CONTACT US

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+92-344-267-1255

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<https://www.linkedin.com/company/vorson-marcom>

