

SOCIAL MEDIA AND
ANIMATION STUDIO



Kreative Sparks



What's in this document

About Kreative Sparks
Social Media Marketing
Our Process
Recent Projects
Video Marketing
Major Video Trends
Our Process
Recent Work
Featured Clients
Core Team
Contact





Where people aren't having
any fun, they seldom
produce good work.

DAVID
OGILVY

Kreative Sparks

Our team consists of 25 highly skilled and trained digital marketing experts, designers, animators, and social media managers with over a decade of experience. We have personnel, expertise, and strategies in place to grow your business online.



Kreative Sparks

Kreative Sparks started when Shezil Pervez and Muneeza Ali came together with a vision to become a global leader in providing the best animations and marketing services to improve the clients' productivity, business strength, and their reach to their target audience.



Kreative Sparks

We love what we do and therefore come up with the best possible solutions to help you create an online presence and grow quickly.

We are your trusted partners you can count on. We can help you bring your ideas to life. Let's talk about what we can create together.



Services

SOCIAL MEDIA MARKETING

We help your business optimize customer engagement and brand power through comprehensive social media marketing strategies.

Our social media marketing services provide quality solutions such as social media account setup, content calendars, post scheduling, advertising and marketing campaigns, and monthly reports and analytics.

**SOCIAL
MEDIA
MARKETING.**

**What is the
fastest way
to reach the
audience for
businesses?**



With over 53% of the world's population on social media, it's critical that your business has an effective social media strategy (presence) that helps you reach your intended audience.

– **hubspot**

Impact

BENEFITS FOR YOUR BRAND

A free online estate from where you can configure and place your brand and build your success

INCREASES CONVERSIONS

The most effective way for conversion is through social media marketing

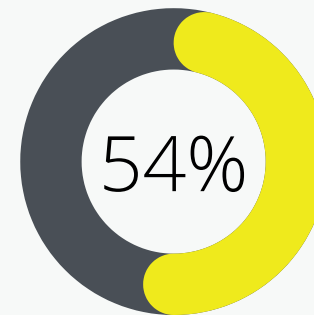
BOOSTS TRAFFIC

Through social media posts, videos, stories, ads you can drive traffic to your website and landing pages for leads and sales

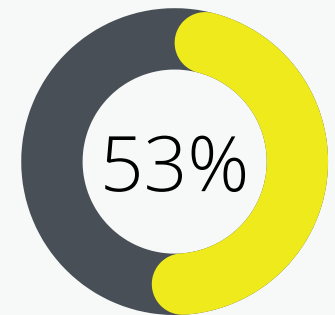
INFORMS CUSTOMERS

Building and customizing the audiences enables you to reach the right audience and inform about your services and products

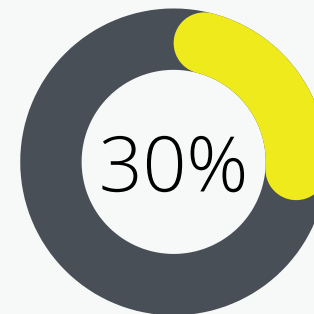
Content Type Effectiveness for Achieving Social Media Goals



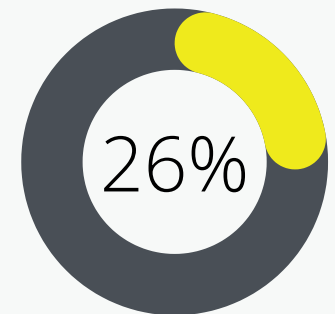
Video



Images



Text-Based



Stories





CONTENT & DESIGNS

Planning the content strategy with unlimited revisions on designs



SCHEDULING & MONITORING

Scheduling and monitoring of social media posts for adjustments & better decision-making



ANALYSIS & REPORTING

Monthly reports with analytics on engagements and overall performance

Steps for Social Media Campaigns

Planning Ahead

NUMBERS TO LOOK OUT FOR

74% of Marketers believe social media has been effective for them

54% of social browsers use social media to research products and services

49% of consumers depend on Influencer's recommendations on social media



Recent Work – Social Media Designs



Recent Work – Social Media Designs



Brio

WE DON'T JUST TALK THE TALK...

NEW YORK Best Companies to work for NEW YORK

WE WALK THE WALK!

Proud to be honored as:

THE BEST PLACES TO WORK FOR IN 2021

ROCHESTER **BUSINESS JOURNAL**

1.866.320.6042 info@briobenefits.com www.briobenefits.com

The advertisement for Brio features a central framed graphic with a colorful, collage-like background. The text 'NEW YORK' is prominently displayed in large, bold letters, with 'Best Companies to work for NEW YORK' in a smaller font inside a dark circle. Above the frame, the Brio logo is at the top, followed by the tagline 'WE DON'T JUST TALK THE TALK...'. Below the frame, it says 'WE WALK THE WALK!' and 'Proud to be honored as:'. A blue banner at the bottom of the main section reads 'THE BEST PLACES TO WORK FOR IN 2021'. At the very bottom, the 'ROCHESTER BUSINESS JOURNAL' logo is shown, along with contact information: a phone number, an email address, and a website URL.

Recent Work – Social Media Designs



CUSTOMIZED BENEFITS PLAN
AT AN **AFFORDABLE RATE**

1.866.320.6042 | info@briobenefits.com | www.briobenefits.com

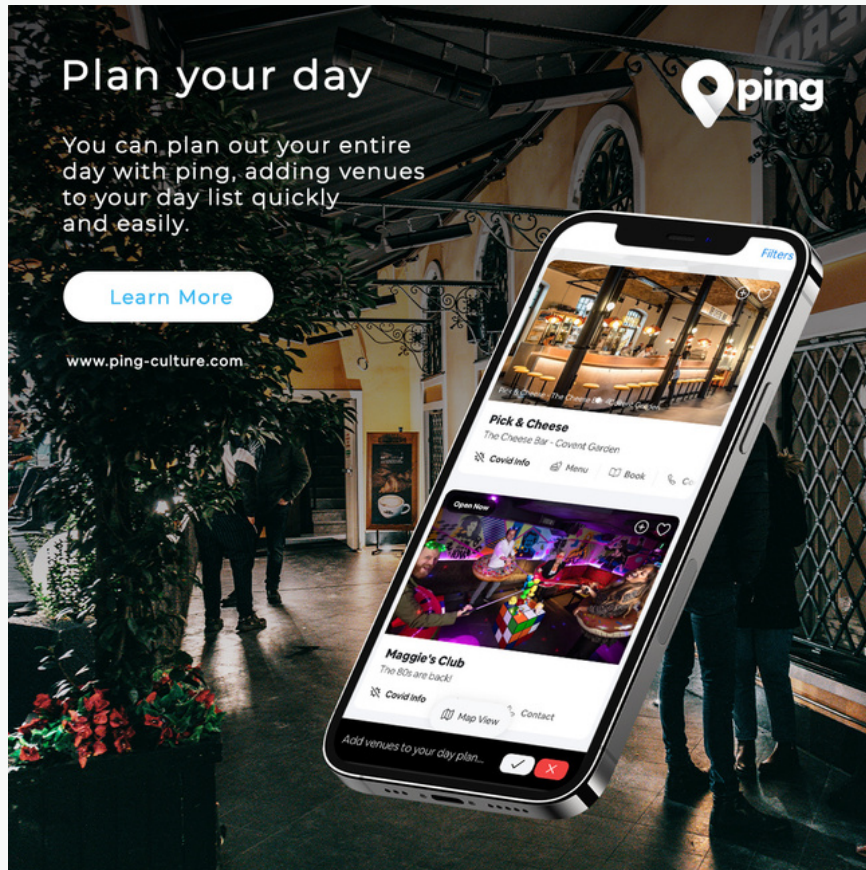


LET US HELP YOU MANAGE YOUR
EMPLOYEE BENEFITS PROGRAMS
WHILE YOU FOCUS ON YOUR
EMPLOYEES



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Recent Work – Social Media Designs



Recent Work – Social Media Designs




**UPGRADE THE
QUALITY OF
YOUR LIFE**

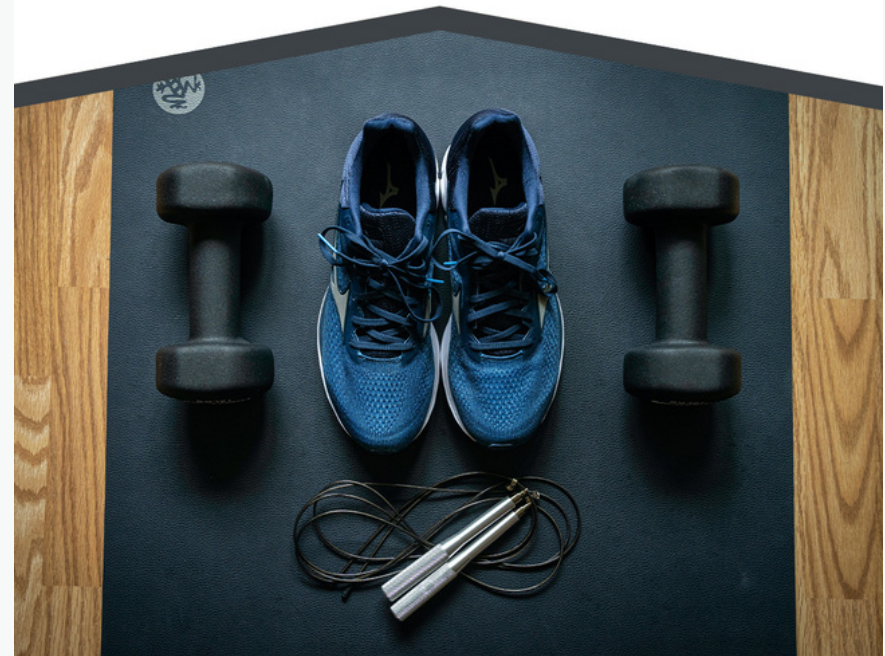
GET STARTED


CHANELL FITNESS
GET TRAINED BY A CHAMPION
www.chanellfitness.com

**Get incredible
fitness results
at home**

 **Fitness And Training**
www.fitnessandtraining.co.uk

SHOP NOW



Recent Work – Social Media Designs



Services

ANIMATIONS

Animated videos are engagement driven and help you tell your business' story better.

From explainer videos, to social media ads, and motion graphics, we offer cost effective streamlined animations that cover script-writing, voiceovers in multiple accents (male & female), storyboarding, and syncing with unlimited revisions.

**VIDEO
MARKETING.**

**What was
the biggest
digital trend
last year?**

ENGAGEMENT WITH VIDEO

74% of people were convinced to buy or download an app or software after watching a video on the same.



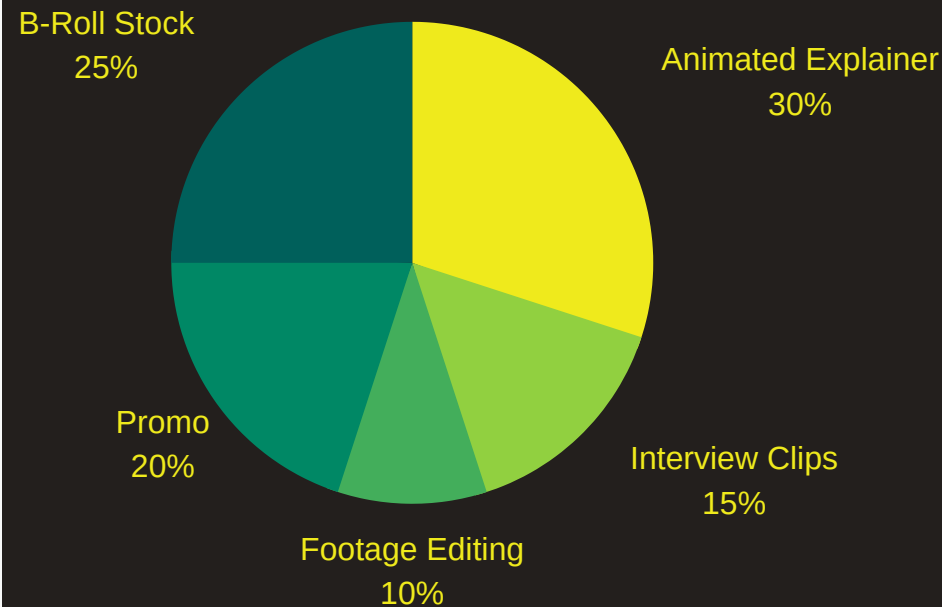
Businesses and Brands who have employed videos in their strategy (video ads, animated explainers, corporate B-Rolls) report 66% more qualified leads.

ENGAGEMENT WITH VIDEOS

Video Types

BY POPULARITY

The animated explainers remained popular choice for the company marketers to reach the audience and drive engagements for their campaigns.



Major Video Trends



ANIMATED EXPLAINER

Animations remain the go-to strategy for video marketing specially in post-covid environment.

B-ROLL STOCK CLIPS

Using Stock Clips to align with company's messaging remained popular tactic to attract the customers.

COMPANY FOOTAGES

Video edits of the interviews, podcasts and zoom calls, company culture, etc. gives an option for personalization for the audience.

Why Video for Advertising?

ENGAGING

Conveys the message
efficiently with motion and
sound

HIGHER CTR

Videos have higher Click-
Through-Rates , 30% more
than Banners

SHAREABLE

Sharing power increases the
reach and further
engagements

CONVINCING

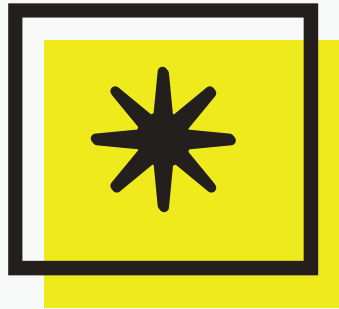
Better storytelling and
engagements. Higher
convert rates

What Makes a Good Advertising Video?



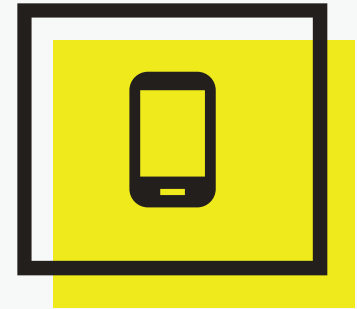
Story-Centric

- Videos in an email increase clicks by 200 to 300%



Unique

- Landing page videos increase conversions by 80%



Mobile-Friendly

- Watching a video makes consumers 64% more likely to buy a product online



80%

OF INTERNET TRAFFIC IS VIDEO

Don't be left behind by not opting for video marketing.

The Approach

CONNECTING BRANDS AND CUSTOMERS

Having worked on infomercials, TV commercials, Social Media Ads, Video Marketing, Explainer Videos, Motion Graphics, Corporate Video edits with numerous brands, we are in a position to recommend a video marketing strategy from three different perspectives: design, advertising, and marketing. Talk to us!



The Process

Kreative Sparks | 2022

SCRIPT & STORY

We work with clients and polish up on their script targeted for their audience and industry

STORYBOARD

Storyline ideas and storyboard designing with unlimited revisions

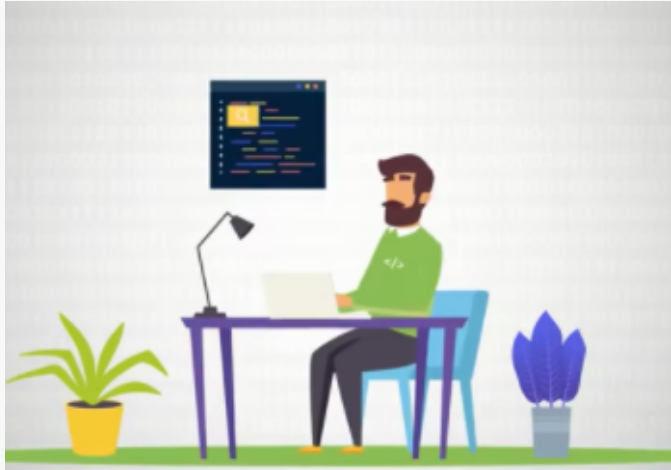
VOICEOVER

Perk of working with us: international voiceover artists in different languages with different accents available for you

ANIMATION

ANimation video with unlimited revisions available to you

Recent Work – Videos



Watch Video – [Click Here](#)



Watch Video – [Click Here](#)



Watch Video – [Click Here](#)



Watch Video – [Click Here](#)

Recent Work – Videos

職場環境の悪化

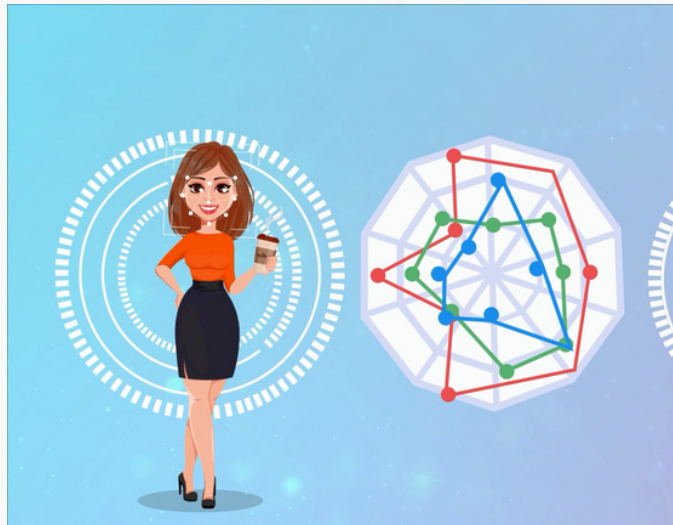


ビジネスチャンスを妨げることにもなりかねません。

Watch Video – [Click Here](#)



Watch Video – [Click Here](#)



Watch Video – [Click Here](#)



Watch Video – [Click Here](#)

Clients



SHIRLEY BLANKSON **Spurttty App (USA)**

It was a pleasure and honor to work with Shah and the Kreativesparks team in helping me with my video for Spurttty app. They listened, paid attention to details and were extremely responsive. I enjoyed working with them so much I recommended them to other friends in startup who used their services as well. I look forward to doing more work with them!

Clients



PHILIPP STEIN
B2B Accelerator (Germany)

Awesome work. Best animations ever. Great value for money. We are always coming back.

Clients



KWABENA OKRAH
Shelley News (USA)

I have a big vision to create the newspaper of the future. Sharing this with the world requires a marketing partner that can truly understand our product, our target audience and more importantly, the unspoken needs of this audience. We were able to tell our story just the way I envisioned it. And we could only do this because you made this possible. Thank you for the great work!

Clients



JASON MASRI
E-Carz (Australia)

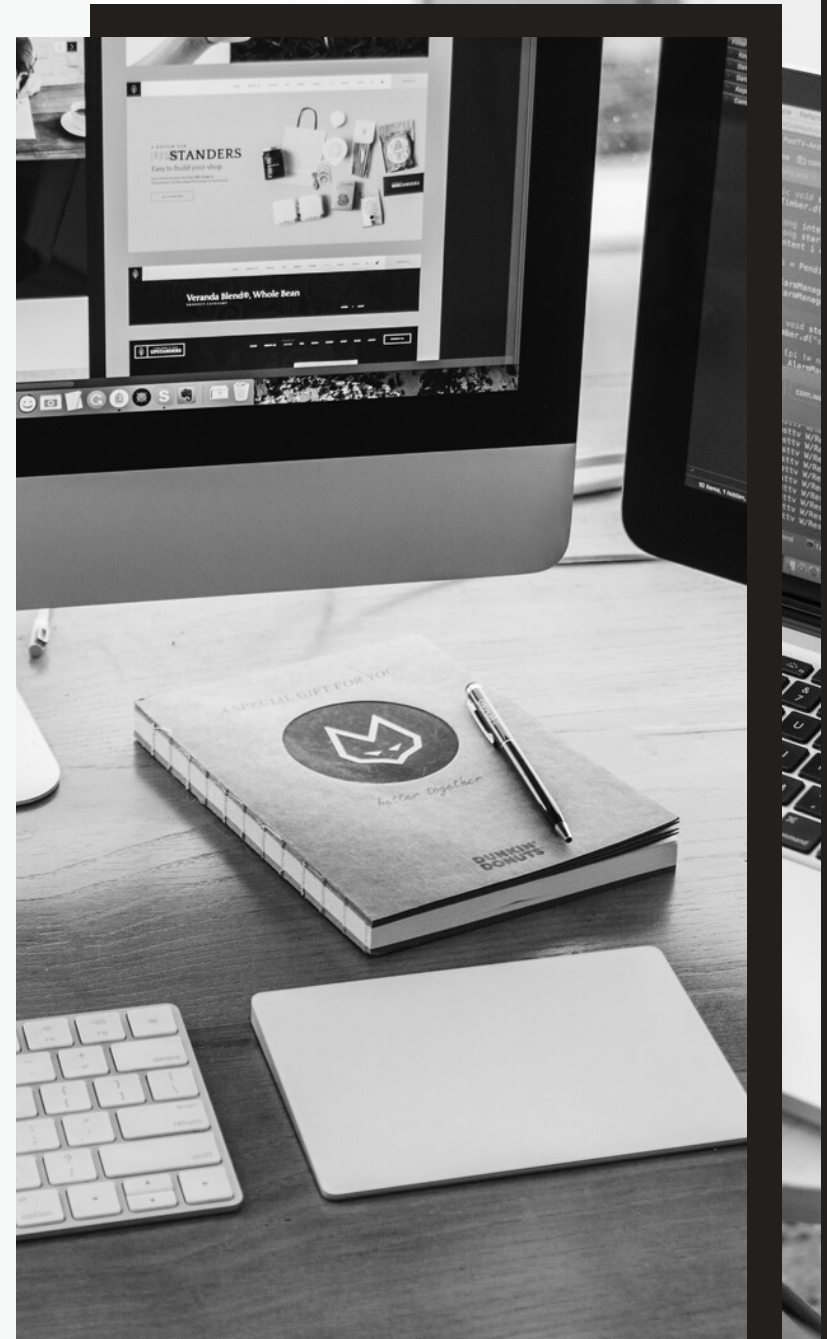
Very happy with final outcome.

We will do more stuff together. Couldn't ask for better.

Thank you so much

KREATIVE SPARKS IN 2022

With huge success in the last decade, Kreative Sparks looks forward to the next one with confidence and vigour to support our global clients with their business ideas and enable their brand to generate success for them through content and social media strategy. We are open to work with start-ups, SMEs, large organizations. Our knowledge and skills are ready to execute the social media campaigns for your business. Let us help you.



The Core Team

Kreative Sparks |
2022



MUNEEZA
AMIR ALI

CREATIVE
DIRECTOR



SHEZIL
PERVEZ

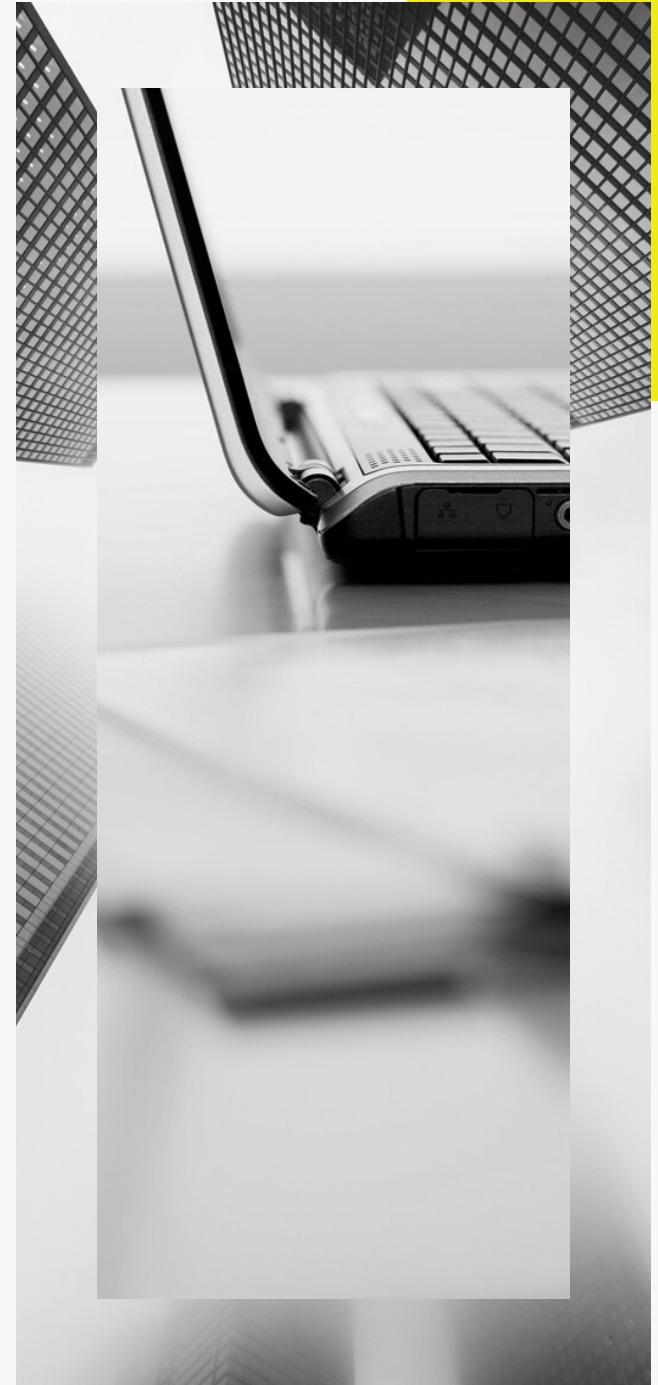
MANAGING
PARTNER



SHAH
RUKH

CLIENT
RELATIONS

Connect With Us



ADDRESS



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Dubai, UAE



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Phase I DHA,
Karachi, Pakistan

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**Let's
Collaborate**