



**A COMPLETE MEDIA AGENCY**

# Video Production

**A**t TransCast Media, We have professional approach for complete commercial production. We can do more than our show reel, We have more professionalism, some time we bound in budget provided by client, and some times client negotiate on Ideas which we create. So we have a capacity to create your Idea and also an approach to give you a creative concept. When we say commercial production, We mean

- Script
- Story Board
- Audio Production
- Jingles
- Voice Overs
- Casting
- Video Production with latest equipment and professional Crew
- Studio facility
- Editing & Mastering
- Graphics & VFX
- 2D & 3D Animations



# Media Buying

**L**et us know your interests requirements. We are here to serve you. We accept all type of production material for the different National, International TV channels. For providing you best electronic media services, we have strong relationship with all renowned TV channels, FM Radio Stations, newspapers in all over the Pakistan. We are committed to provide you good advertisement space and time slots in electronic media so that, your product may quickly equate to the public and ideologically, dominate your competitors and get on the high rank in the world of advertisement. Being a media buyer, TransCast Media is responsible for purchasing time and advertisement space for the purpose of advertising on different TV Channels. Even if the most compelling applications should become available at low cost tomorrow, there would still be a significant division between the print media and electronic media services in our society. Believe on us to expand your business.





# Digital Media Marketing

**D**igital Media Marketing is an complete term for the marketing of products, brands and services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium.

- Digital Marketing activities are like
- Digital Marketing Plan & Strategy
- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Content marketing
- Influencer marketing
- Campaign marketing,
- E-commerce marketing
- Social media marketing
- Google, Facebook Advertisement Plan
- Social media optimization,
- E-mail direct marketing
- Display advertising
- Non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback and on-hold mobile ring tones.



Our story is based on ABC...  
that stands for an aptitude  
of Business Care.

## Media Planning

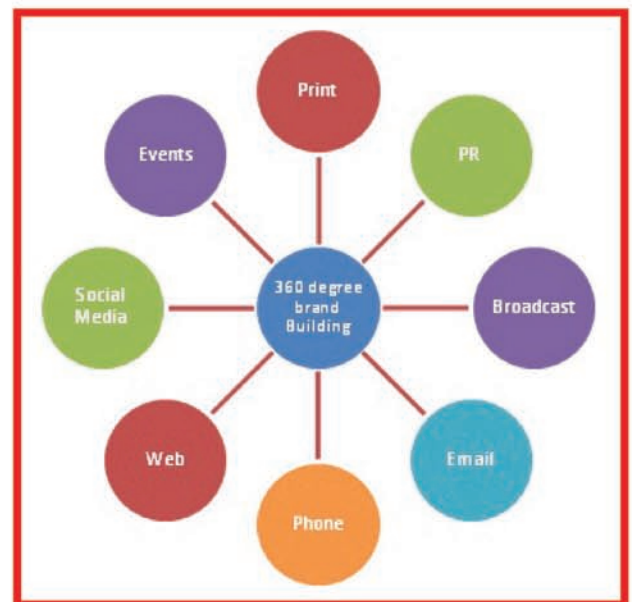
### Media Planning

**M**edia Planning is an Art, We plan it according to budget of client. and also we plan if budget has no issue but results are required.

We study your brand and product, find competitors and then see your target audience. The we start a plan.

Media Planning is distributed in a vast range,

- TV Advertisement
- Radio Advertisement
- Cable TV Advertisement
- Newspapers, Magazines
- Online Blogs, Portals
- Social Media Marketing
- SEO
- Out door Advertisement like, Hoardings, Bus Shelter, Vehicles Campaigns, Brand Activity



### ABOUT US

Ideas constantly changing the worlds market... We support the change through transforming the strengths of ideas into the consumer's civic behavior. We acquire an attitude to broadcast knowledge and a mindset to televise the vision that makes us TransCast Media.

Transcast media offers specialized broadcast solutions with 4K, HD, camera crews pre & post production. As we have a team of specialists in Productions.



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## Media Planning

### TV Advertising Agency in Pakistan

**T**ransCast Media is TV Advertising Agency in Pakistan with expertise in complete planning of tv advertisement. Best TV advertising agency in Pakistan of your products and brands. We deal with all Pakistani National satellite TV Channels for

- Advertising
- Time Checks
- Special Day Branding
- Program Sponsoring
- L- Shapes
- Advertisement Scrolls
- We plan slots for your TV Advertising Rates to all and selected tv channels according to your budget, target audience.



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## Media Planning

### Cable TV Advertisement in Pakistan

In today's world, Cable TV Advertisement is main source to get business. That's the reason TransCast Media deals with Cable TV Advertisement in whole Pakistan.

We have access and reach to Network of All Pakistan Cable.

We can deals our clients in All big and small cities, Villages, All Districts & Divisions of Pakistan.



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## Media Planning

### Radio FM Advertisement

**F** M Radio Advertisement in Pakistan  
Media planning of a brand, product and  
promotion is not complete without Radio  
Advertisement and Radio Programs for awareness.  
TransCast Media is an advertising agency who deals  
with Radio FM stations all over Pakistan with single  
station Radios and Network stations.



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# Event Planning

## Event Management & Planning

**T**ransCast Media is always with you to design your event.

TransCast Media provides full support from designing event to booking venue, from branding to marketing we are providing facilities to you in

- Venue Booking
- Concerts
- Ghazal, Sufi, Music Nights
- Media Coverage
- On- Airing
- Stage / Set Designing
- Artist / Singer Booking
- Seminars / Conferences
- Workshops
- Fashion Shows
- Campaign Launching



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### Media & PR

**P**ublic relations (PR) is the way organisations, companies and individuals communicate with the public and media. A PR specialist communicates with the target audience directly or indirectly through media with an aim to create and maintain a positive image and create a strong relationship with the audience.

We, TransCast Media is giving complete service as PR Agency.

Promotions, Launchings, Social Media Strategies, Interviews and coverage's on TV, Radio and Print Media, Top Ranking on Google and Other Search Engines.



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## Event Planning

### Brand Launching

**L**aunching of a brand is not a game, But TransCast media makes it a game!!

We do not only launch brands, We own your brand and then make your dream LIVE & ALIVE in front of you.

- Brand Launching
- Launching Plan
- Budget Establishment
- Brand Promotion
- Celebrity arrival
- Action plan & Timeline Activation
- Main stream National Media ( Newspapers, TV, Radio, Magazines, Online Blogs and Portals )
- Pre & Post Promotion
- On spot activities relevant to product / brand
- Media talk arrangements
- Venue arrangements ( If launching will not on brand location )
- Social Media Promotions ( Paid & Organic )
- TV / Radio / Newspaper Advertisement



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## Outdoor Advertising

### Outdoor Advertising in Pakistan

**T**ny advertising done outdoors that publicizes your  
business's products and services. It includes

- Billboards,
- Bus benches,
- Interiors and exteriors of buses,
- Taxis and business vehicles,
- Signage posted on the exterior of your own
- Brick-and-mortar location.
- Bus Shelters
- Round Abouts
- National Highway & Motor Way Tool Plaza Top Advertising
- Service Areas on Motorways
- Bus Stops & Terminals
- LCD inside Buses



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## Media Consultancy

### TV Channel Launch Consultancy

**T**ransCast Media provides a complete feasibility, guideline, Equipment Buying and Installation consultancy and services from a basic structure, costs and equipment required to produce a new 24 hour Television broadcast station. This is a commercial venture and the ideas put forward here are aimed at producing a high quality broadcast with a financially sustainable cost base which can be grown when necessary.

The technology required to build a broadcast station is easily available however the challenge of producing a new television station based in Pakistan is that of local broadcast engineering and experienced broadcasters. Training and development of local staff will be a priority and a number of engineering and broadcasting consultants will be required in the first year of operation to build this capacity.

There is currently a strong proliferation of satellite broadcasters in Pakistan with more than ninety established stations and a further 5-10 expected in Pakistan. In this competitive environment the quality of programming and committed financial backing is essential to position the channel in the premier league of the region's broadcasters.

The control room, studio camera link up, encoder, amplifier and satellite dish would be sourced from a company either in the UK or Germany who specialize

This means we know that the equipment in the critical 'satellite transmission module' will integrate together, has been tested before fly in and the engineers who arrive will be able to put it together within a matter of weeks and train staff. This procurement system also provides a one stop shop for servicing maintenance and trouble shooting.



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## Media Consultancy

### Web TV Launch Consultancy

**W**eb TV is a very good idea to launch your own TV station from any location. A Web TV would be a high professional TV channel, or a TV channel to get in touch with your fans, with your community with your type of people. Web TV's idea is new and many persons, companies who said are running a Web TV is not a web tv in actual. TransCast Media provides a complete Web TV Consultancy, Installation and ready to run solutions.

Usually a web TV requires.

- At Least One Studio for Live and Recorded Programs.
- At Least 2 or 3 Cameras.
- Studio Sets
- Non Linear Editing System
- MCS ( Master Control System), It works like MCR of
- Satellite TV Channel.
- Complete ENG with Lights, Mic, Mixer.
- For Starting a Web TV There is Need of a domain ([www.yourchannelname.com](http://www.yourchannelname.com)), with hosting.



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