



CONFESSIONS OF A DIGITAL MARKETING AGENCY!

COMPANY PROFILE



CENTERSPREAD

Design to Conversions. One Stop Solution!


www.centerspread.org

Creatives | Web & App Dev | SEO & SEM
Social Media | Video Production



WHO **WE** ARE?

We are a **locally owned**, locally operated, **silos-free, ego-free**, creatively strategic, strategically creative, tactically agnostic, **high energy, low drama**, action oriented, fully integrated, full-service, and full-on independent **Full Service Digital Marketing Agency**.

-  **CenterSpread**-Get maximum exposure for your brand!
-  Term derived from the **roots of advertising**, it's print medium.
-  Established in **2014**.
-  Have **established** several **brands** & are privileged to **work with established brands** as well.

01

CONFESSION:

Creative process is not always fun!



LESSON NO. 1



Playgrounds are for fun, factories are for mass production.
But we know how to get tough when the going gets tough.

OUR SUCCESS PARAMETERS

FUN



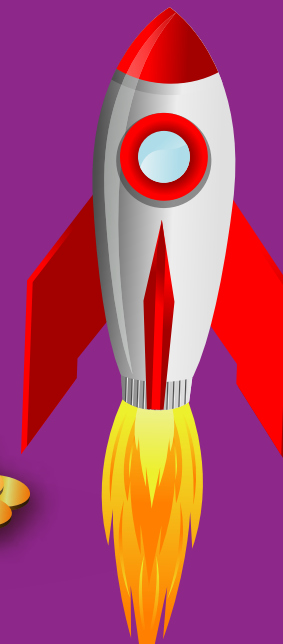
FAME



FORTUNE

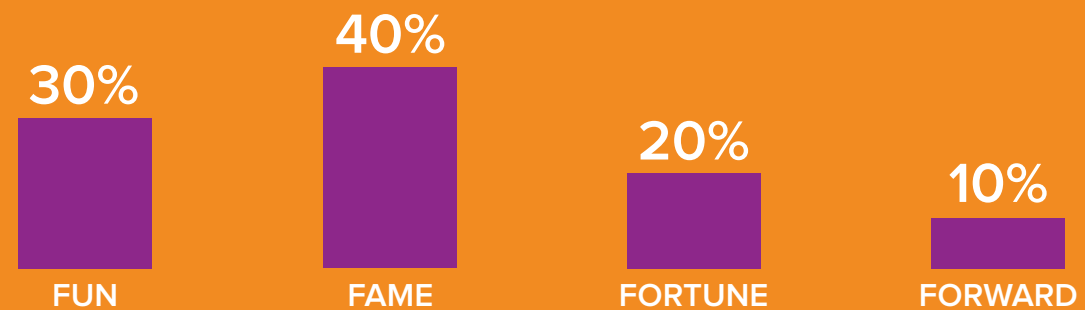


FORWARD

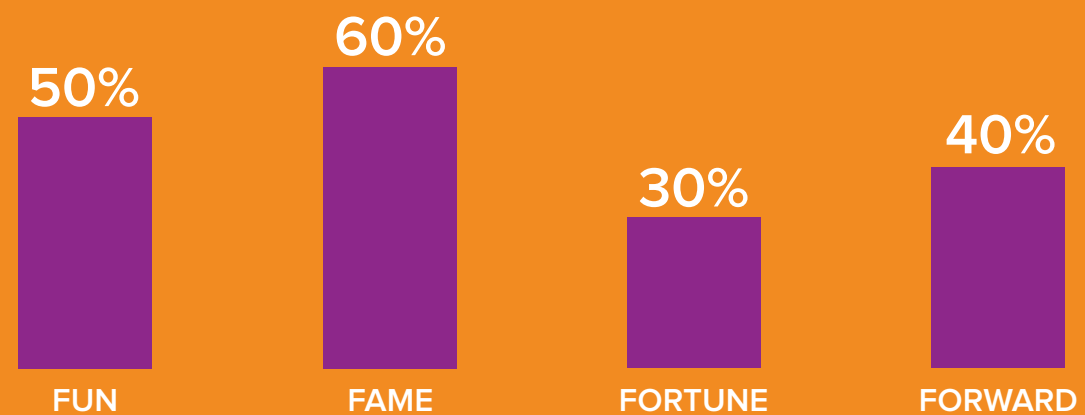


OUR SUCCESS PARAMETERS

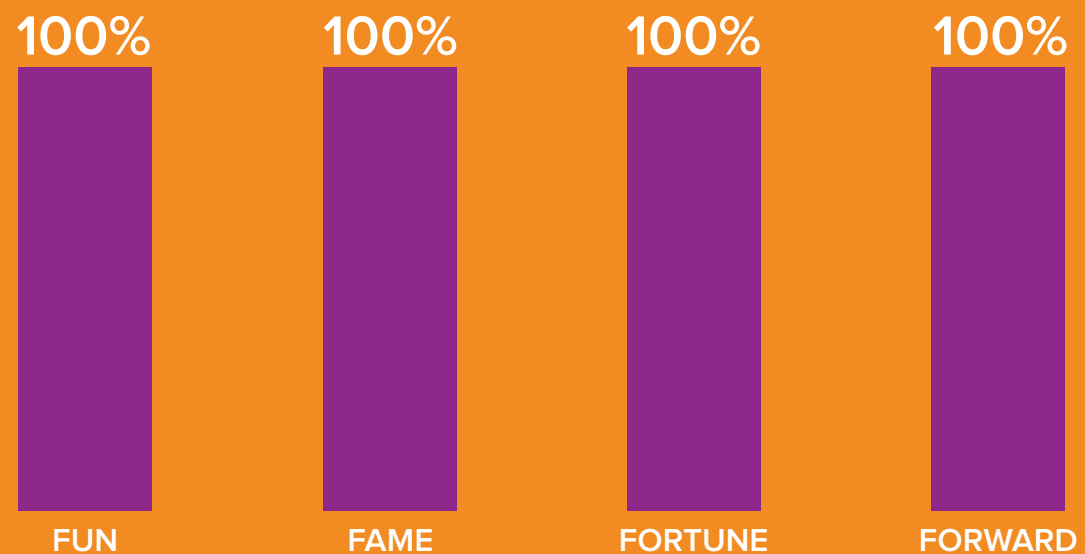
HOW WE STARTED OUT



WHAT WE QUICKLY GOT TO



WHAT WE ARE AIMING FOR



02 CONFESSION:

Team work is hard work.



LESSON NO. 2



The Collective Brain is smarter than the Individual Brain.

THE COLLECTIVE BRAIN OF CENTERSPREAD



Shabbir Ali
CEO



Rabab Hussain
Business Head



Raheel Sharif
Creative Head



Sonia Shah
Key Account Manager



Yasmin Rashid
Social Media Strategist



Joneta Fernandes
PPC Expert



Zeeshan Shams
SEO Expert



Hussain Jodia
Senior Web Developer



Pervez Shalkh
Senior Copywriter



Rameez Khan
Video Editor/Motion Graphic Designer

03

CONFESSION:

A company without a work philosophy is like a ship without a compass.

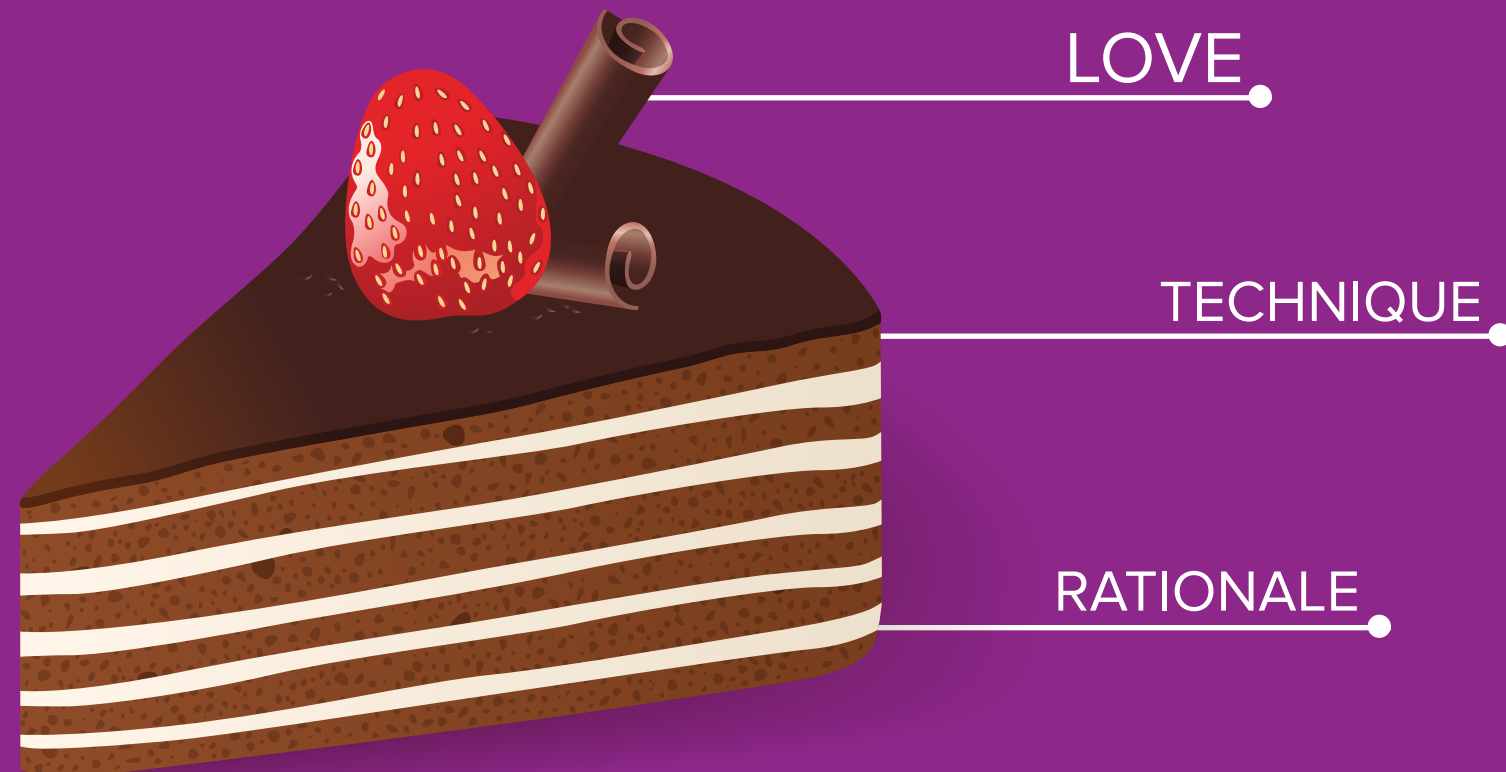


LESSON NO. 3

Have a philosophy!

OUR WORK PHILOSOPHY:

Devising Strategies with *Rationale, Technique & Love!*



04

CONFESSION:

Your strength is in knowing!



LESSON NO. 4



Understanding your strengths and weaknesses is crucial for success as sometimes the greatest strength can be found in how we confront our greatest weakness.

We at CenterSpread know our strengths and we are not afraid to show them!

BRANDING & COMMUNICATION DESIGN



SOCIAL MEDIA MARKETING



VIDEO ANIMATION & PRODUCTION



PACKAGING DESIGN



SEO & PAID ADVERTISING (PPC)



WEB DESIGN & DEVELOPMENT



05 CONFESSION:

Pitching is part of the game



LESSON NO. 5

Don't hold back. Think outside the brief and let the creative juices flow. Go big or Go home. Make this a learning experience through and through. And most importantly don't be afraid to lose!

This is how CENTERSPREAD **got to** work with established brands **and has** helped establish some brands.



Established Brands **we have** worked with



Jubilee
INSURANCE



P&G



Unilever



NOVARTIS
PHARMACEUTICALS



POWER
GENUINE SPARE PARTS



WESTPOINT®



AMRELI STEELS
delivering distinction



Pizza Hut



Premier Cables
(Pvt) Limited
For Quality You Can Trust - Since 1964



HBL



Soneri Bank
Roshan Har Qadam



UBL
where you come first

Brands **we have** helped to establish (Start-ups)





OUR WORK PORTFOLIO

Branding & Communications

PORTFOLIO

Not just Logo designs!

Brand Identities that offer a visual experience and highlights brand promise.





SKETCHING PEACE

Uddi Maqsood is Sheikh Qubra Qudus and resident of the same village in the village and is developing a sense of tolerance and peaceful coexistence in the youth of the community who have been on the edge of ethnic violence.



Photography by: Dawood Shah
Published by: Farooq Kibria

FEBRUARY 2016

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29						

www.jubileelife.com

[/JubileeLifeInsurance](https://www.facebook.com/JubileeLifeInsurance)

UAN: 111-111-554

UNSUNG HEROES OF PAKISTAN



Pakistan is a country that not only possesses beautiful landscapes but is also home to some of the most inspiring people in the world. With no shortage of talent and resilience in Pakistan, there is so much good happening, be it on individual basis or on a larger scale. This year Jubilee Life pays tribute to the people who determine both the pace and quality of the social change that we all desire.

CALENDAR 2016

www.jubileelife.com

[/JubileeLifeInsurance](https://www.facebook.com/JubileeLifeInsurance)

UAN: 111-111-554



RESPECTED ACCOUCHEUSE

She is a respected and talented lady in a village named and is a general health worker. She has a lot of experience in her work. "She is not a doctor but she is a general health worker. She is not a doctor but she is a general health worker. She is not a doctor but she is a general health worker."



Photography by: Dawood Shah

JANUARY 2016

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

www.jubileelife.com

[/JubileeLifeInsurance](https://www.facebook.com/JubileeLifeInsurance)

UAN: 111-111-554

Jubilee
LIFE INSURANCE

TEACHER
THE ILLUMINATOR

Pretending to be a teacher, while setting up a pretend class had been a favorite past time for me. Initially replicating the teacher and then devising my own ways to teach, made me fall in love with this noble profession. I have been a bright student and I owe it to the hard work that my teacher has done in governing and teaching me. I too aspire to be a teacher and change the lives of children by empowering them. I know education is the torch that will not only light my way but enable me to illuminate other's lives as well.

11 NOVEMBER 2017

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

www.jubileelife.com | /JubileeLifeInsurance | UAN: (021) 111-111-554

Jubilee
LIFE INSURANCE

EDUCATION
THE WAY TO FULFILL YOUR DREAMS!

WE GROW GREAT BY THE DREAMS WE NURTURE!

CALENDAR 2017

Education is the best of the best. Children the jewel of all, are the building blocks of our nation. They are imaginative souls who live to learn their time in classroom. Dreams are gentle smiles. We need to protect them, nurture them through hard days and bring them to the sunshine and light which comes by achieving education. As that ray of education is our passport to the future, for tomorrow belongs to the people who prepare for it today. The year, Jubilee is reflecting on the institution of education, as it aims to harness the power of young minds. As educating our new generation, is the way to a glorified and prosperous Nation.

www.jubileelife.com | /JubileeLifeInsurance | UAN: (021) 111-111-554

Jubilee
LIFE INSURANCE

POET
THE EXPRESSIONIST

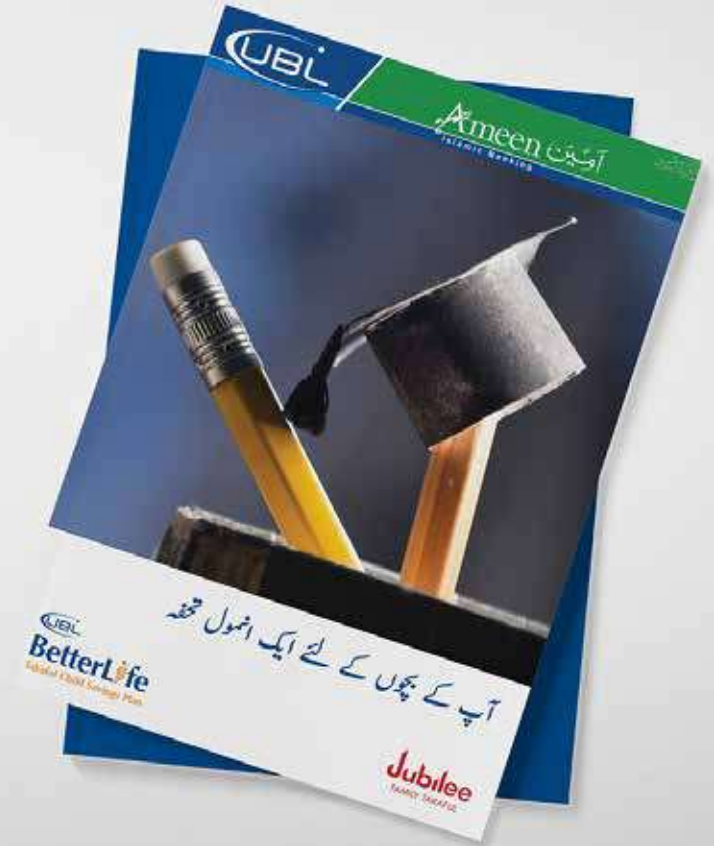
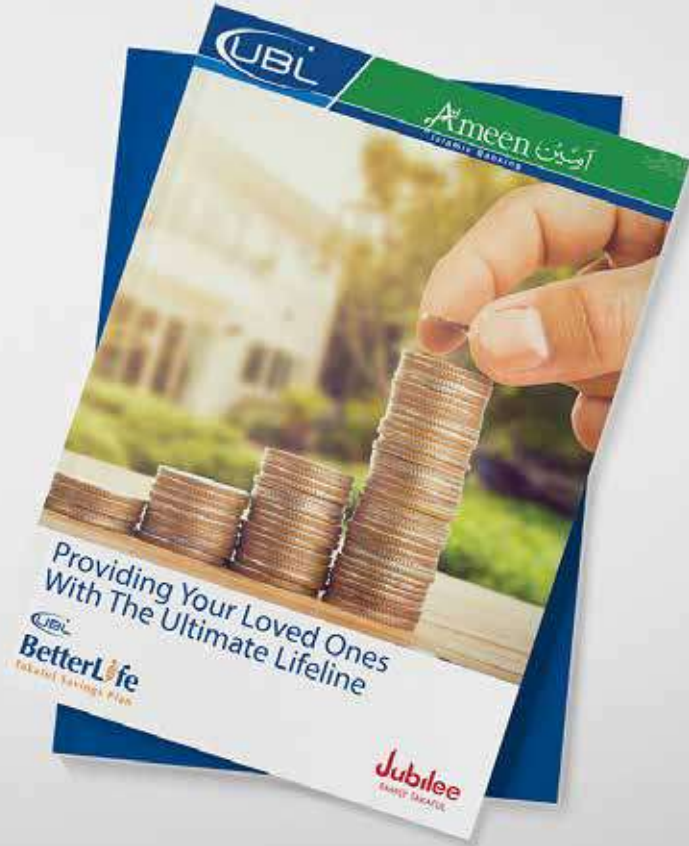
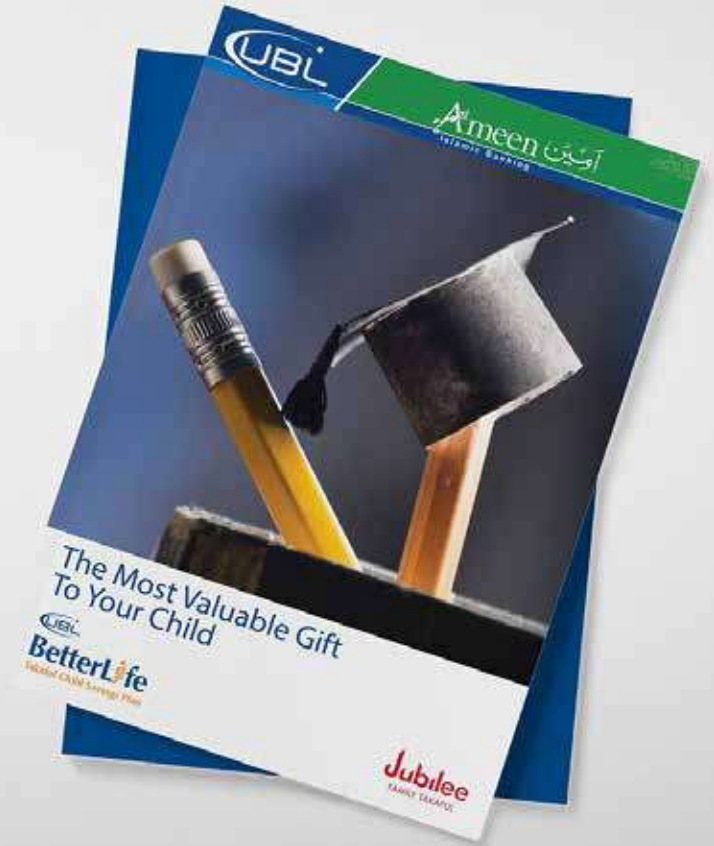
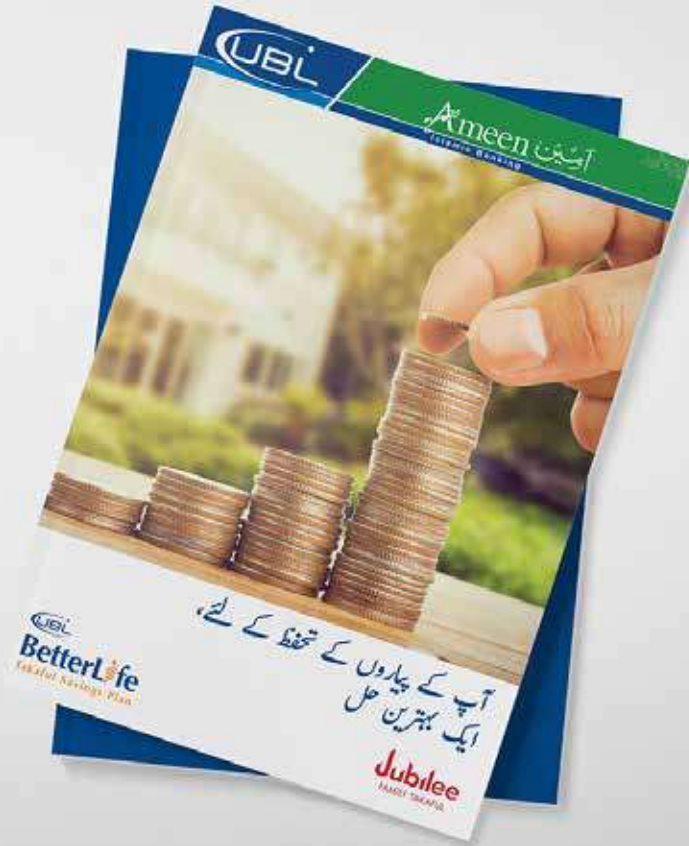
Poetry, with its beautiful balance of rhyme & content had made its mark in my heart when I was very small. I owe it to my grandfather. Being a literature professor, he would read poetry to me. I had taken an love with Wordsworth, Frost, Alfama Lopez & Sir Syed. At first, they were just rhyming words but gradually I learnt to understand the meaning and messages hidden behind these poetic lines. It slowly started to dawn on me that poetry would be my means of expressing my feelings as well. I aspire to create the same magic as these great poets did with their poems. Educating myself in order to fulfil my dream to become a poet is my aim in life.

09 SEPTEMBER 2017

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

www.jubileelife.com | /JubileeLifeInsurance | UAN: (021) 111-111-554

Jubilee
INSURANCE





Inhale Deeply, Exhale Happily.
Live a Happy Married Life!

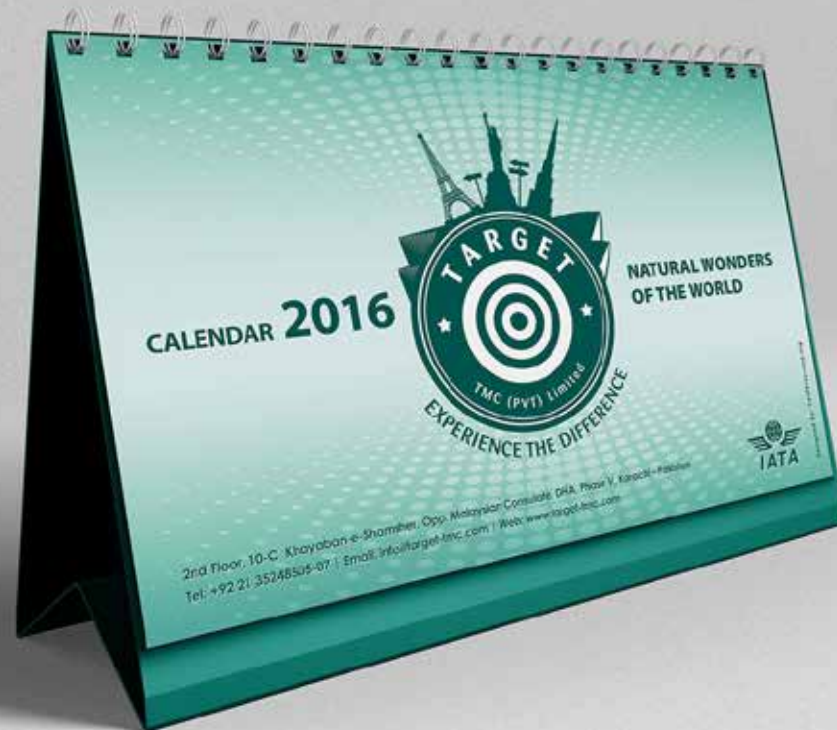
Febreze®

AGE DOESN'T MATTER,
STRENGTH DOES!



MEET YOUR NUTRITIONAL NEEDS!

NUTRICIA
Advanced Medical Nutrition

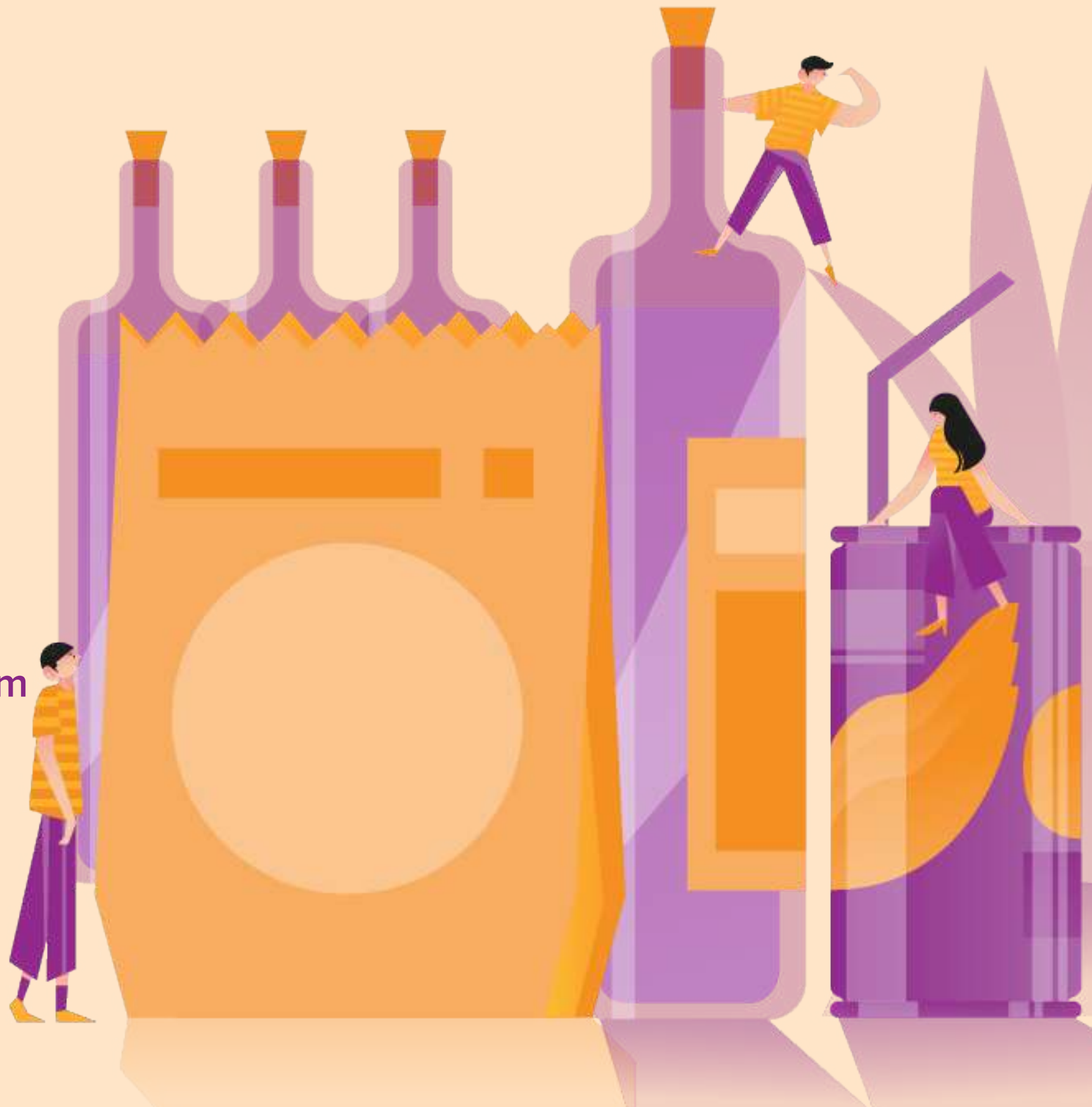


Packaging Design

PORTFOLIO

Award-winning packaging designs to fall in love with!

Featured on
www.packagingoftheworld.com





FEATURED ON
www.packagingoftheworld.com



FEATURED ON
www.packagingoftheworld.com



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www.packagingoftheworld.com



FEATURED ON
www.packagingoftheworld.com

Social Media Marketing

PORTFOLIO

Content that generates
Maximum Conversations!

Campaigns that generates
maximum engagement!

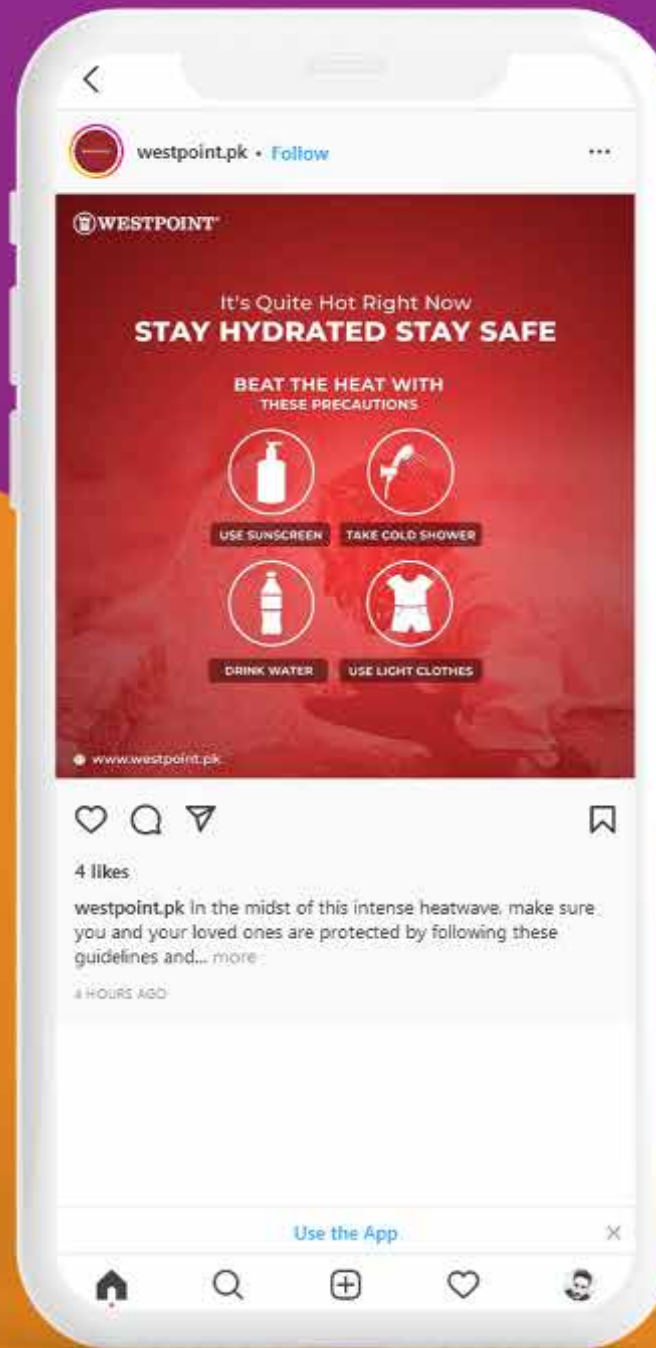




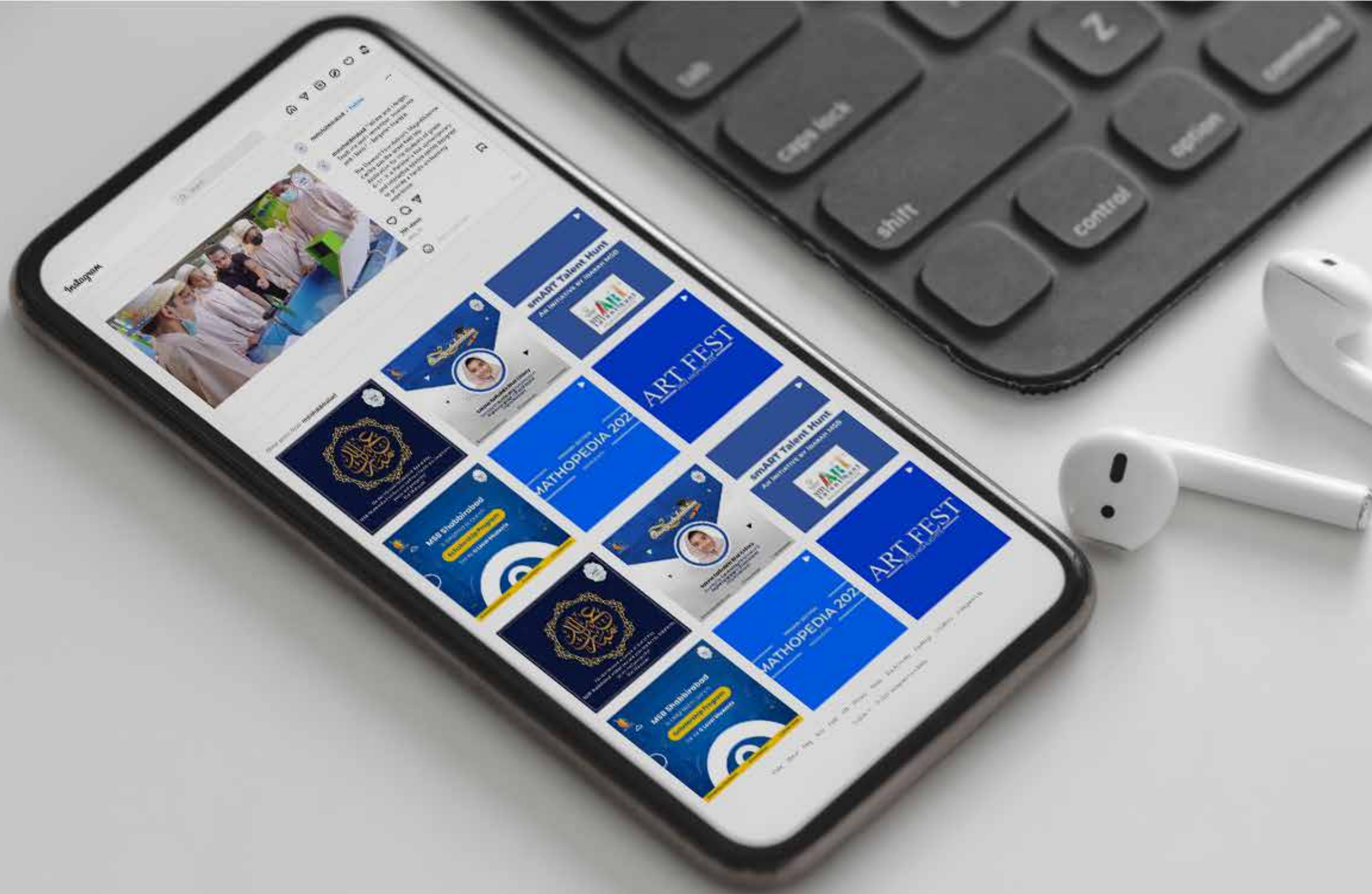




 **WESTPOINT®**



 **WESTPOINT®**






MSB Shabbirabad
is delighted to launch
Scholarship Program
For its **O Level Students**

shabbirabad.msbinstitute.com [/msbshabbirabad](https://www.instagram.com/msbshabbirabad) [@shabbirabadmsb](https://www.facebook.com/shabbirabadmsb)



Kidpreneurs
Young Entrepreneurs Day 2022

CONGRATS!



1st Position
for Kidpreneurs Inter-school business pitch competition

Abde Ali Sadriwala Mustafa Mandasore
Mohammed Jamali Abdul Qadir Motiwala

shabbirabad.msbinstitute.com [/msbshabbirabad](https://www.instagram.com/msbshabbirabad) [@shabbirabadmsb](https://www.facebook.com/shabbirabadmsb)

Buzzy Life at MSB




**ROTI MAKING
ACTIVITY**

On the auspicious Miqat of
Maulatona Fatema's (AS) Shahaadat,
students of Grade 8 - 11 made Mehabbat ni roti

msbkarachi.edu.pk [/msbshbdkhi](https://www.instagram.com/msbshbdkhi) [@shabbirabadmsb](https://www.facebook.com/shabbirabadmsb)

Buzzy Life at MSB



مبارک مہتی



Arwa Aziz bhai Chakera

FOR BEING GRANTED THIS PRICELESS PRIVILEGE!

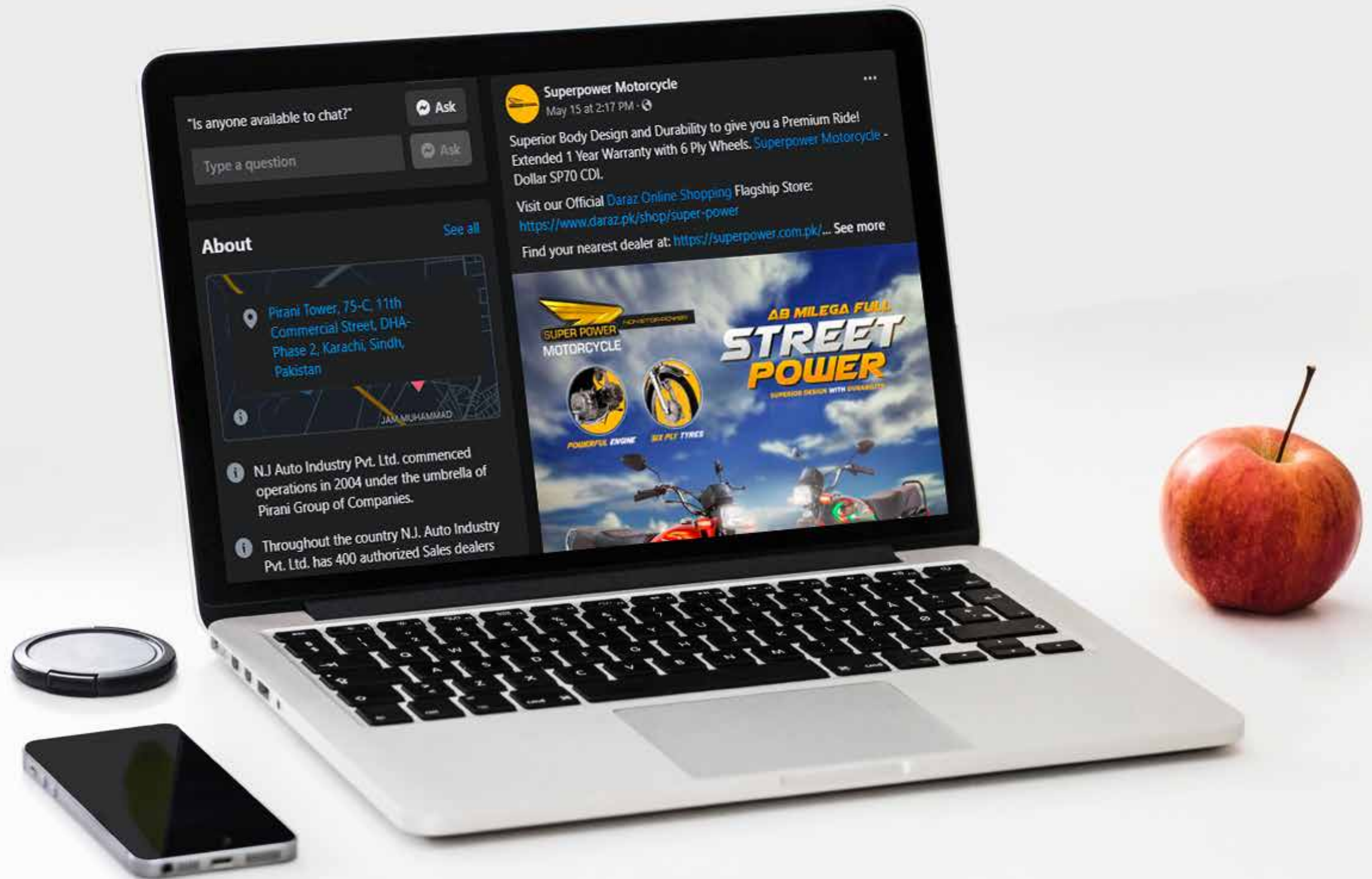
Here's to new aspirations and great beginnings!
Wishing you excellence in this new chapter of
your academic journey. May your journey lead you
towards attaining the happiness of our Maula (FUS)
in all spheres of life.

shabbirabad.msbinstitute.com [/msbshabbirabad](https://www.instagram.com/msbshabbirabad) [@shabbirabadmsb](https://www.facebook.com/shabbirabadmsb)



SUPER POWER
MOTORCYCLE



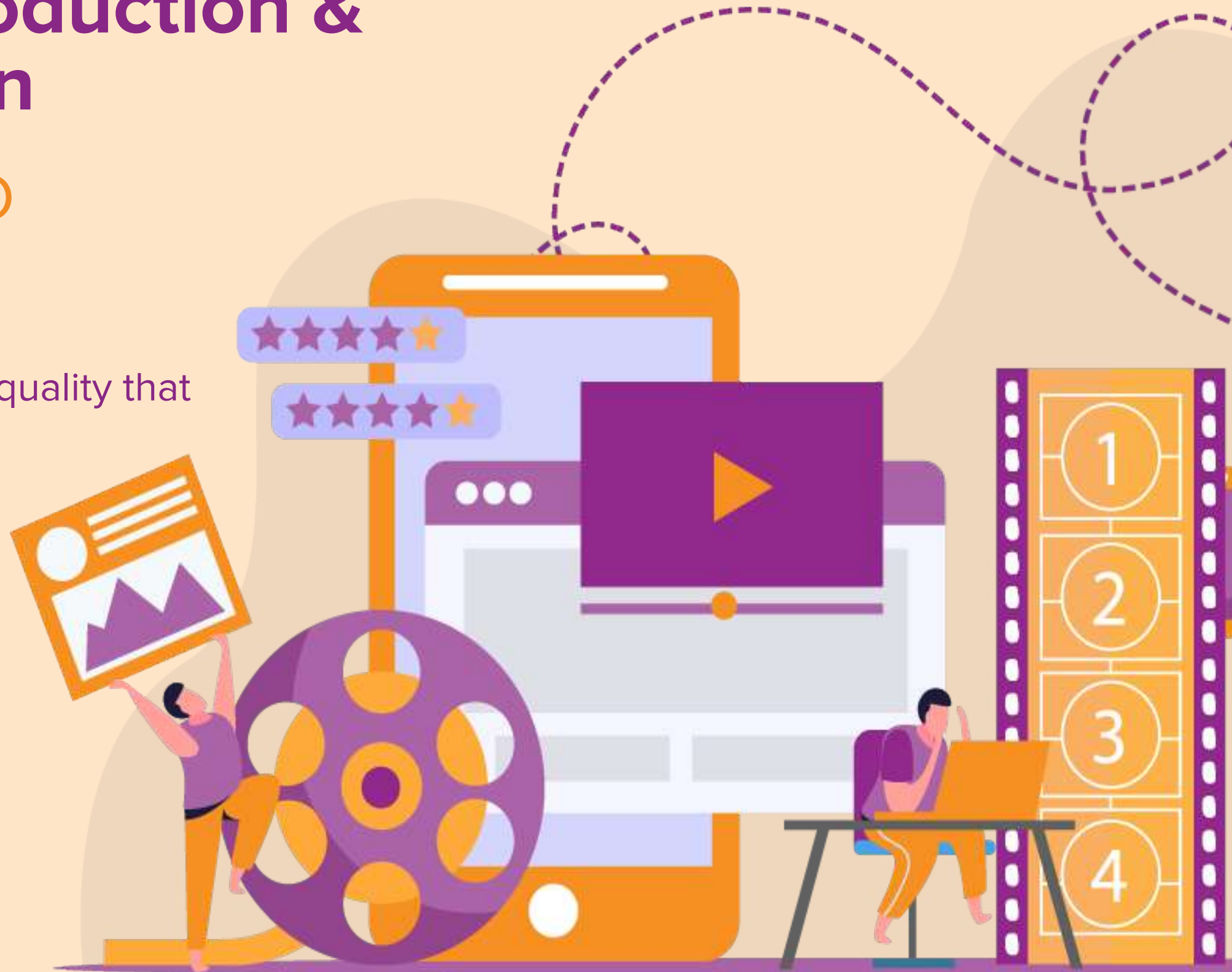


Video Production & Animation

PORTFOLIO

Video production quality that
grabs attention.

Animation that
moves you!



SHOWREEL 2021-2022

📞 0311 0649211

✉ creatives@centerspread.org

🌐 centerspread.org

📘 [/centerspread](https://www.facebook.com/centerspread)

📷 [@centerspread.agency](https://www.instagram.com/centerspread.agency)

Video Production & Animation

Click the link below to view showreel

<https://youtu.be/6mvrwOQDWKo>

SEO & Paid Advertising PORTFOLIO

100% organic results
guaranteed with SEO.

Pin-Point Targeted
Ads on Google. No-BS!





CASE STUDY

Client: WD-40 Pakistan
Project: SEO



<https://wd40.pk/>

WD-40

GOALS ACHIEVED

92%

Keywords on
1st page of
Google

78%

Content
Ranking in
Rich Snippets

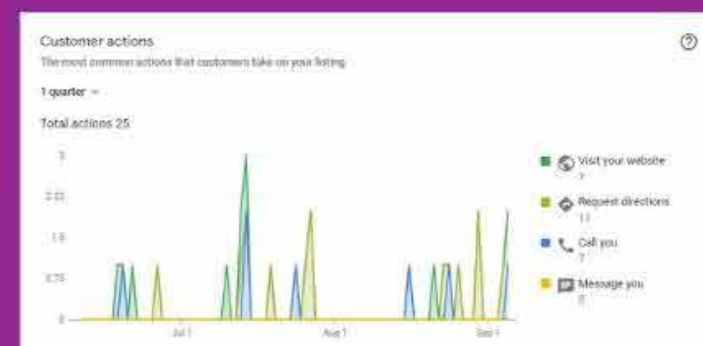
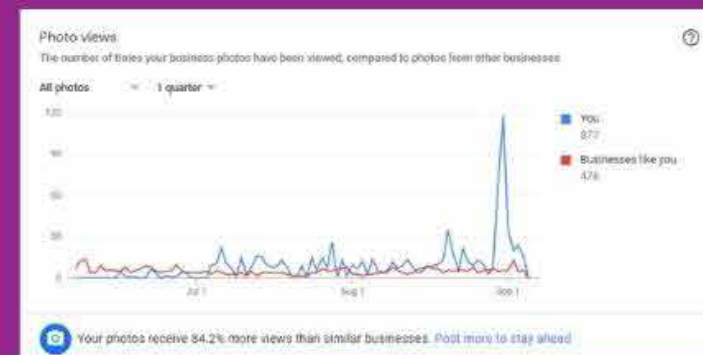
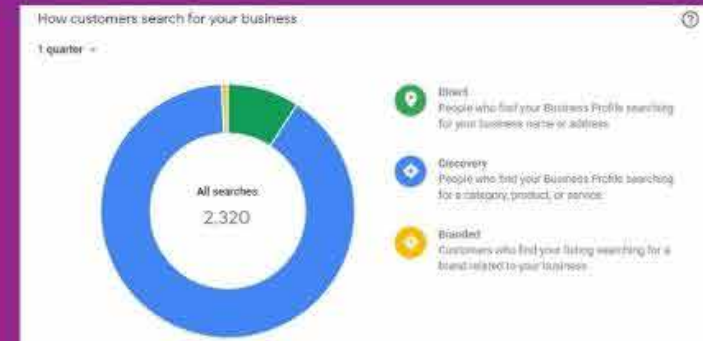
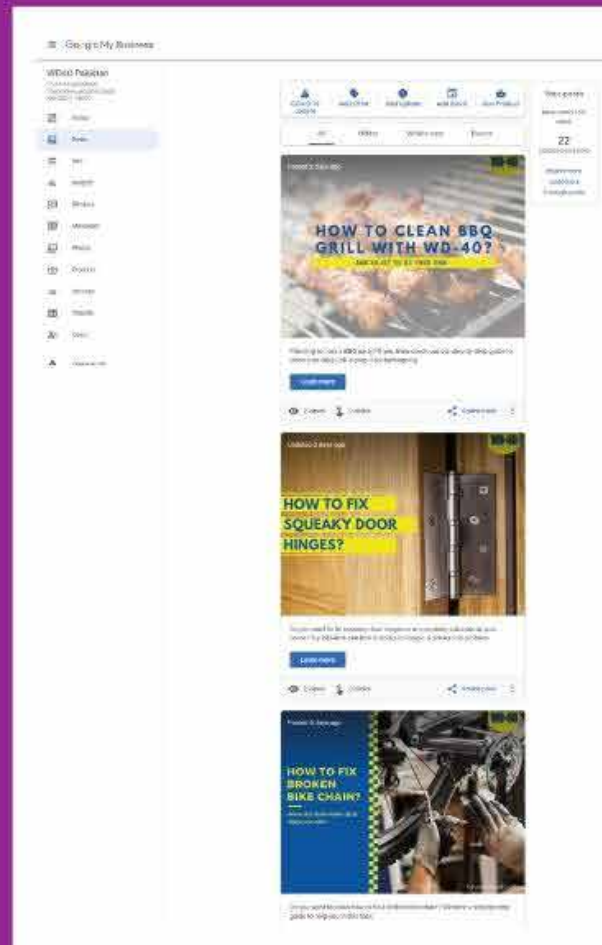
65%

Increase in
Visibility

43%

Organic
Website Traffic
growth

Google My Business Profile





September 2, 2021



August 30, 2021

August 30, 2021

August 20, 2021

August 20, 2021

August 16, 2021

August 16, 2021

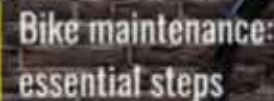
Uncategorized >



May 21, 2021

[Read More >](#)

CATEGORY: UNCATEGORIZED
AUTHOR: RABIA HUSSAIN



مزید پڑھیے :



• **اُپنی نوادہ گیری میں ملٹی فیسنس پروڈکٹ**

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اگر آپ کے پاس مراثی لوگوں کا فائیکل مینٹن ہے تو اسے اسے چھوڑنے کے لیے آپ کو اپنے آپ کو ایک اور جگہ پر لے جانا پڑے گا۔ اگر آپ کے پاس مراثی لوگوں کا فائیکل مینٹن ہے تو اسے اسے چھوڑنے کے لیے آپ کو اپنے آپ کو ایک اور جگہ پر لے جانا پڑے گا۔ اگر آپ کے پاس مراثی لوگوں کا فائیکل مینٹن ہے تو اسے اسے چھوڑنے کے لیے آپ کو اپنے آپ کو ایک اور جگہ پر لے جانا پڑے گا۔

Blogs



WESTPOINT

CASE STUDY

Client: WESTPOINT Pakistan

Project: SEO

<https://westpoint.pk/>

CASE STUDY

- Keyword Research
- Schema Markup
- Content Optimization
- GMB Profile Creation & Optimization
- Blogging



Prepare a wide range of dishes from **Kebabs to Whole Chicken**, all **Cooked to Perfection!**
King of **Roast, Bake and Grill**. Powerful enough for all of your cooking needs. Cooks at temperatures up to 240°C.



Free Shipping across all Pakistan!

f y i In

All Categories



<https://westpoint.pk/>

Centers

Blogs

Contact Us

FLASH SALE

COMBO OFFER

+92 213 271128

GOALS ACHIEVED

76%

Branded
Keywords on
1st page of
Google

84%

Organic
Website
Traffic growth

134%

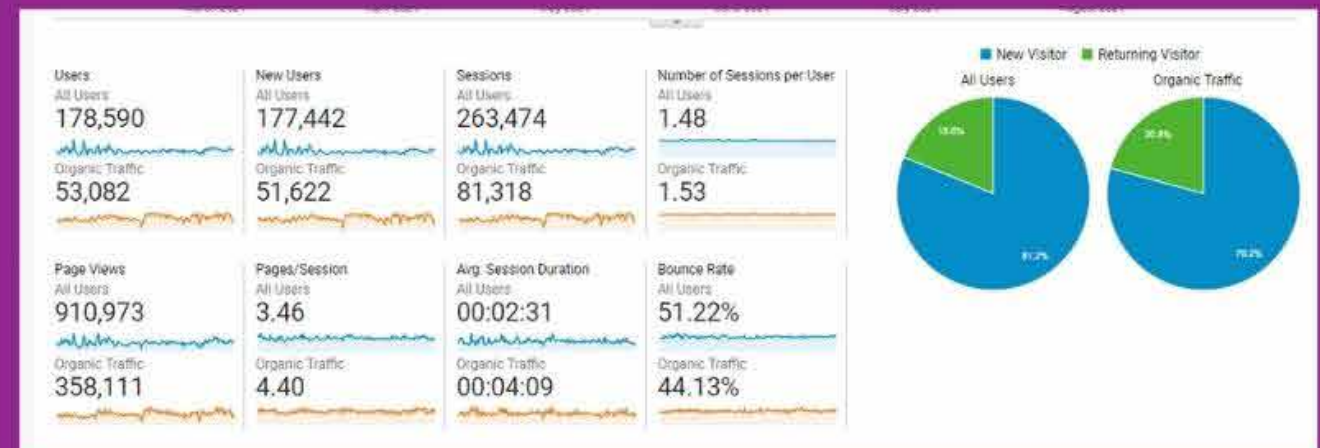
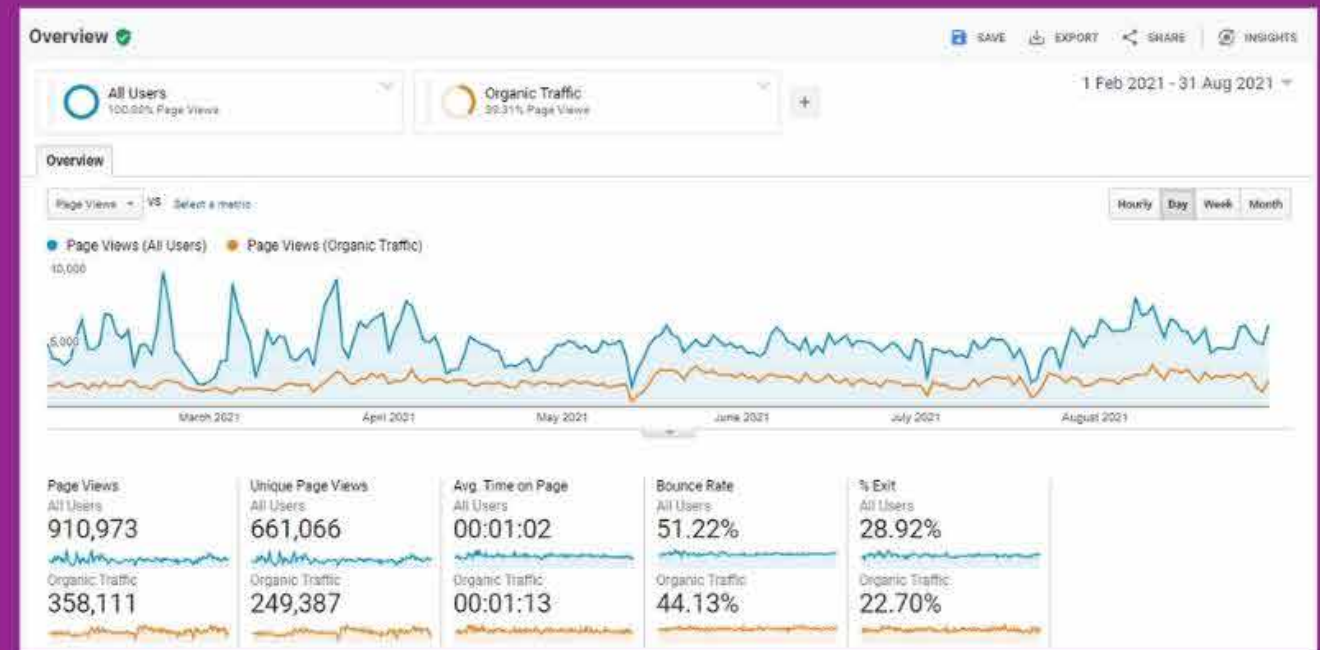
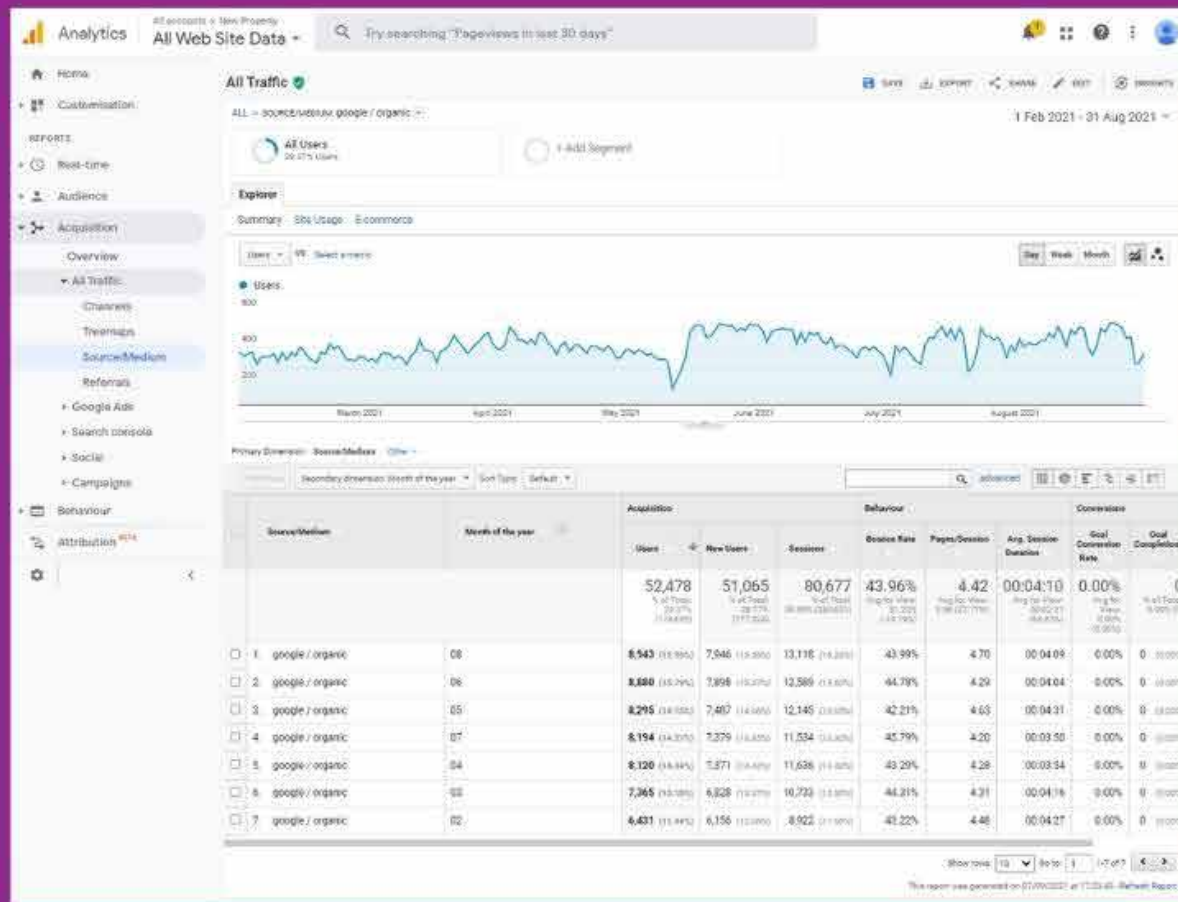
Increase in
Online Orders

128%

Growth in
Company
Revenue

Message us





Google Analytics Reports

Organic Traffic Overview

Users, Pageviews, Bounce Rate, Traffic Growth

Blogs

How to use THE GARMENT STEAMER in UNUSUAL WAYS around the house?

The Right Way to Use the Food Processors for everyday tasks!

DELICIOUS AIR FRYER RECIPES FOR PEOPLE WHO LIKE TO EAT HEALTHY

Westpoint k sang Shadi ki Tayyari, Raaj Karegi Apki Pyari!!!!!!

By CHITREKHA • Blog Posts • 40, 0 Comments

Weddings have always been a special occasion in Pakistan where the entire family comes together, celebrates together & makes some of the most beautiful memories to cherish over the years. As the wedding season approaches, it's time to get ready for the big day.

At Westpoint, we have a special collection of products that will make your wedding preparations easier and more enjoyable. From the latest in food processors to the most stylish in home appliances, we have everything you need to make your wedding preparations a breeze.

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DELICIOUS AIR FRYER RECIPES FOR PEOPLE WHO LIKE TO EAT HEALTHY

The Right Way to Use the Food Processors for everyday tasks!

DELICIOUS AIR FRYER RECIPES FOR PEOPLE WHO LIKE TO EAT HEALTHY

The Right Way to Use the Food Processors for everyday tasks!

DELICIOUS AIR FRYER RECIPES FOR PEOPLE WHO LIKE TO EAT HEALTHY

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DELICIOUS AIR FRYER RECIPES FOR PEOPLE WHO LIKE TO EAT HEALTHY

The Right Way to Use the Food Processors for everyday tasks!

Google My Business Profile



CASE STUDY

Client: Proview Scaffolding (Australia)

Project: SEM/PPC (Google Ads)

<https://www.proviewscaffolding.com.au/>

GOALS ACHIEVED

7.53K

Impressions

140

Clicks

35

Conversions

\$620

Ad Spent

\$3.02

Avg. CPC

Scaffolding hire for new home renovation

On
che

2% cl
ll find

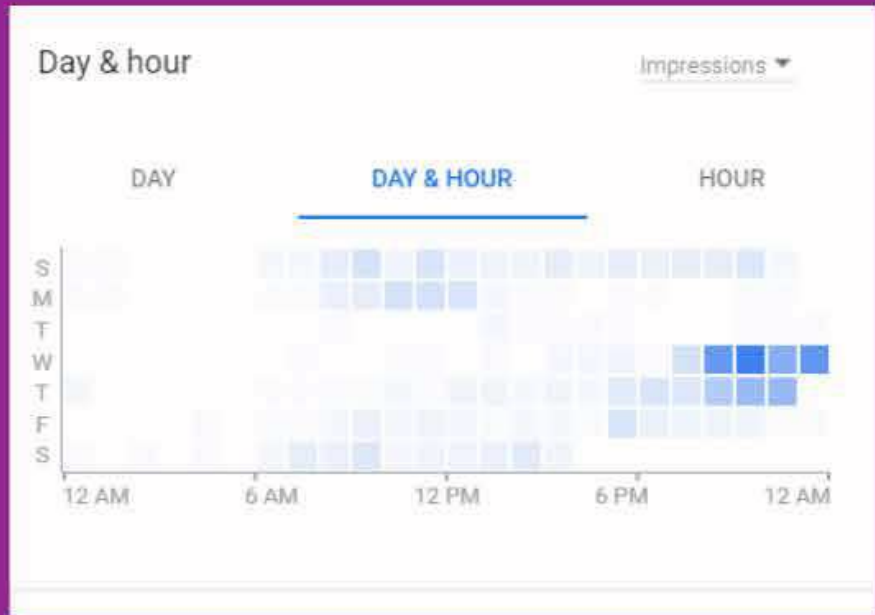
Pro
clie
safe

ou mor
ecause
on for y

- We're ~12.0% cheaper than our competitors
- We dedicate a Scaffold Supervisor to your job
- We're an open book, our directors direct contact details

Campaigns

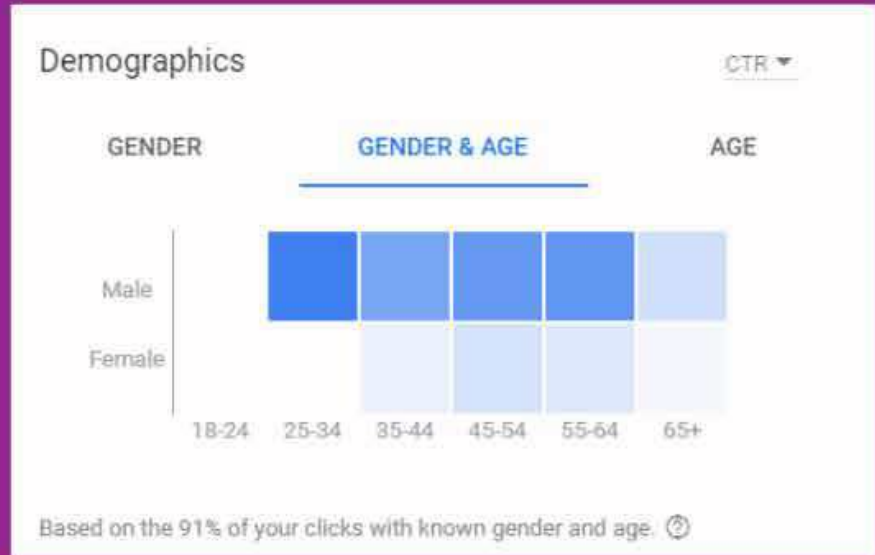
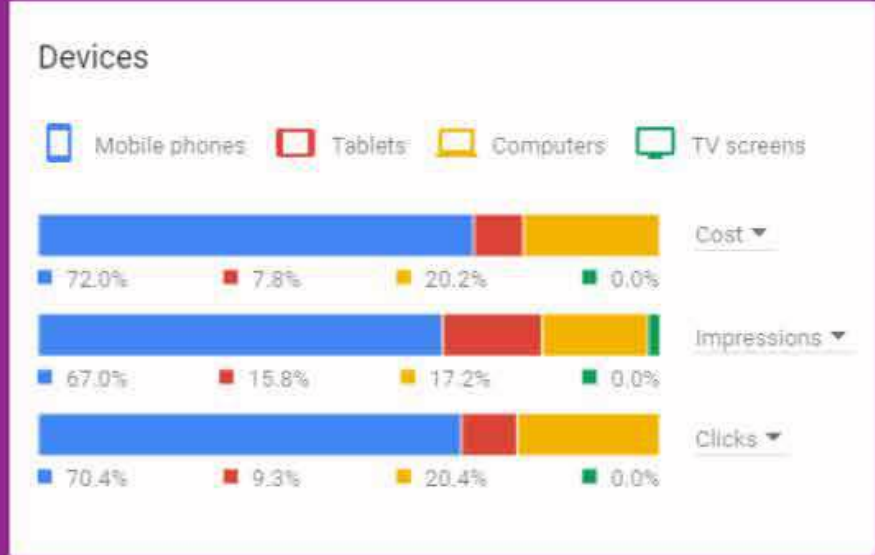
	Cost	Clicks	CTR
● Preview Scaffolding Search Ads	\$243.60	52	3.26%
● Preview Scaffolding Display Campaign	\$0.15	2	0.15%



Search keywords

ADD KEYWORD

	Cost	Clicks	CTR
● +scaffold +hire	\$74.40	12	7.19%
● +Scaffolding +Hire	\$43.05	14	8.92%
● +Hire +Scaffolding	\$40.54	10	5.24%
● +mobile +scaffold	\$32.64	6	2.39%
● +scaffolding +rental	\$16.24	2	16.67%



SYDNEY'S SAFEST SCAFFOLDING SERVICE

TRUSTED | SAFE | RELIABLE



PROVIEW
SCAFFOLDING

- 12% cheaper than others!
- Safe & Compliant
- Trusted Scaffolder

GET A QUOTE

www.proviewscaffolding.com.au

Most-shown search ads

● Proview Scaffolding Search A... ● Proview Search Ads - Home & Renovat...

Scaffolding Hire Installation | 12% Cheaper than others | Call Now to Get a Quote
Ad proviewscaffolding.com.au

Ads

Are you building a new house or renovating it?
cost effective solution? We provide
reports. We're safety conscious and

pressions

Clicks

CTR

● Enabled

407

20

4.91%

SYDNEY'S SAFEST SCAFFOLDING SERVICE

TRUSTED | SAFE | RELIABLE

- 12% cheaper than others!
- Safe & Compliant
- Trusted Scaffolder

GET A QUOTE

proviewscaffolding.com.au



PROVIEW
SCAFFOLDING

Most-shown search ads

● Proview Scaffolding Search A... ● Proview Search Ads - Home & Renovat...

Cladding Replacement Scaffold | Sydney's Best Scaffolding Hire | Scaffolding Hire Installation
Ad proviewscaffolding.com.au

Are you building a new house or renovating it?
Looking for fast, cost effective solution? We provide



Hisense

life reimagined

CASE STUDY

Client: Hisense

Project: SEM/PPC (Google Ads)

<https://www.daraz.pk/televisions/hisense/>

GOALS ACHIEVED

541K

Impressions

991

Clicks

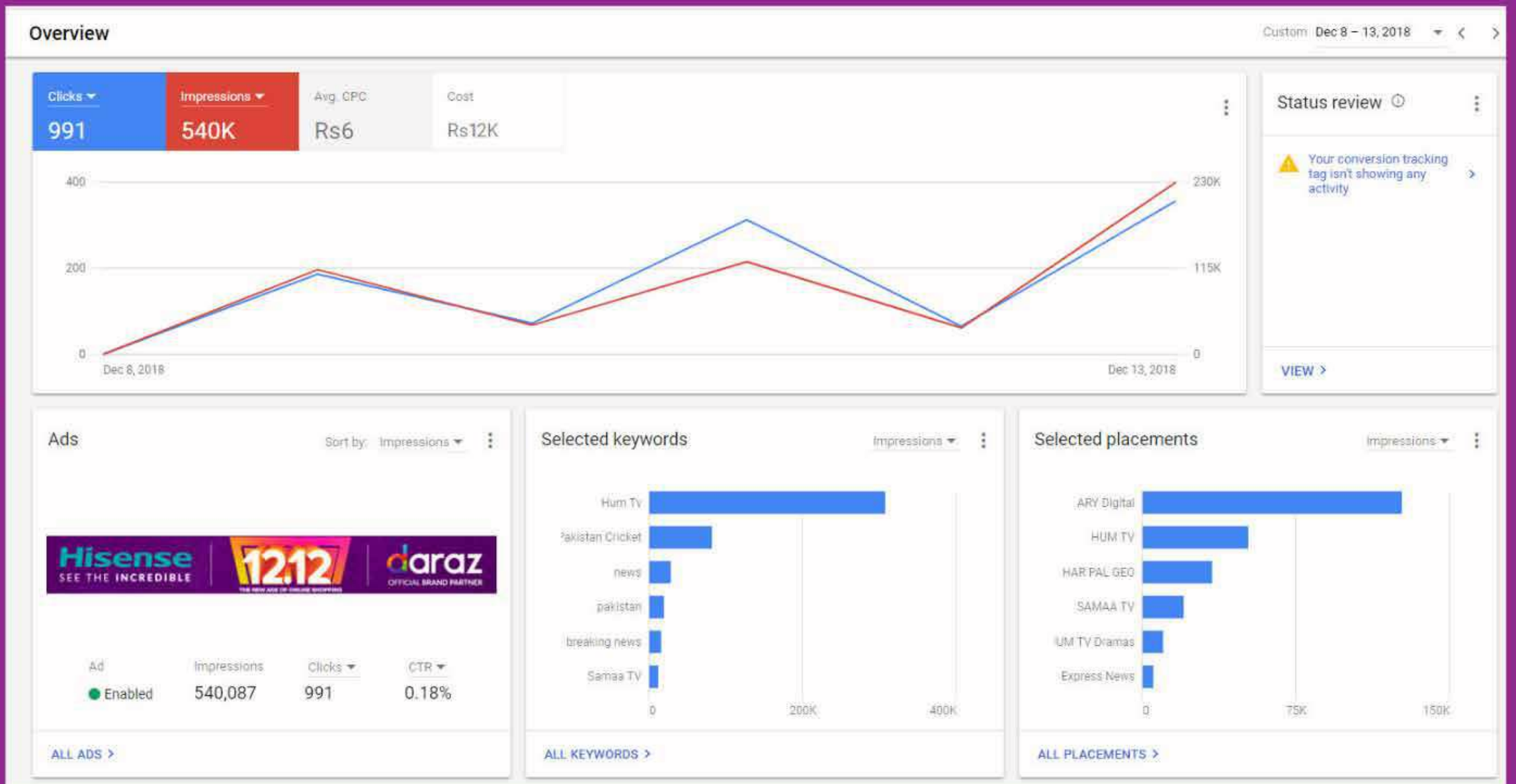
Rs. 6

Avg. CPC

12K

Ad Spent

Ad Reports



Ads

Sort by: Impressions

Ad

Enabled

Impressions

540,087

Clicks

991

CTR

0.18%

ALL ADS

Selected keywords

Impressions

ALL KEYWORDS

Selected placements

Impressions

ALL PLACEMENTS

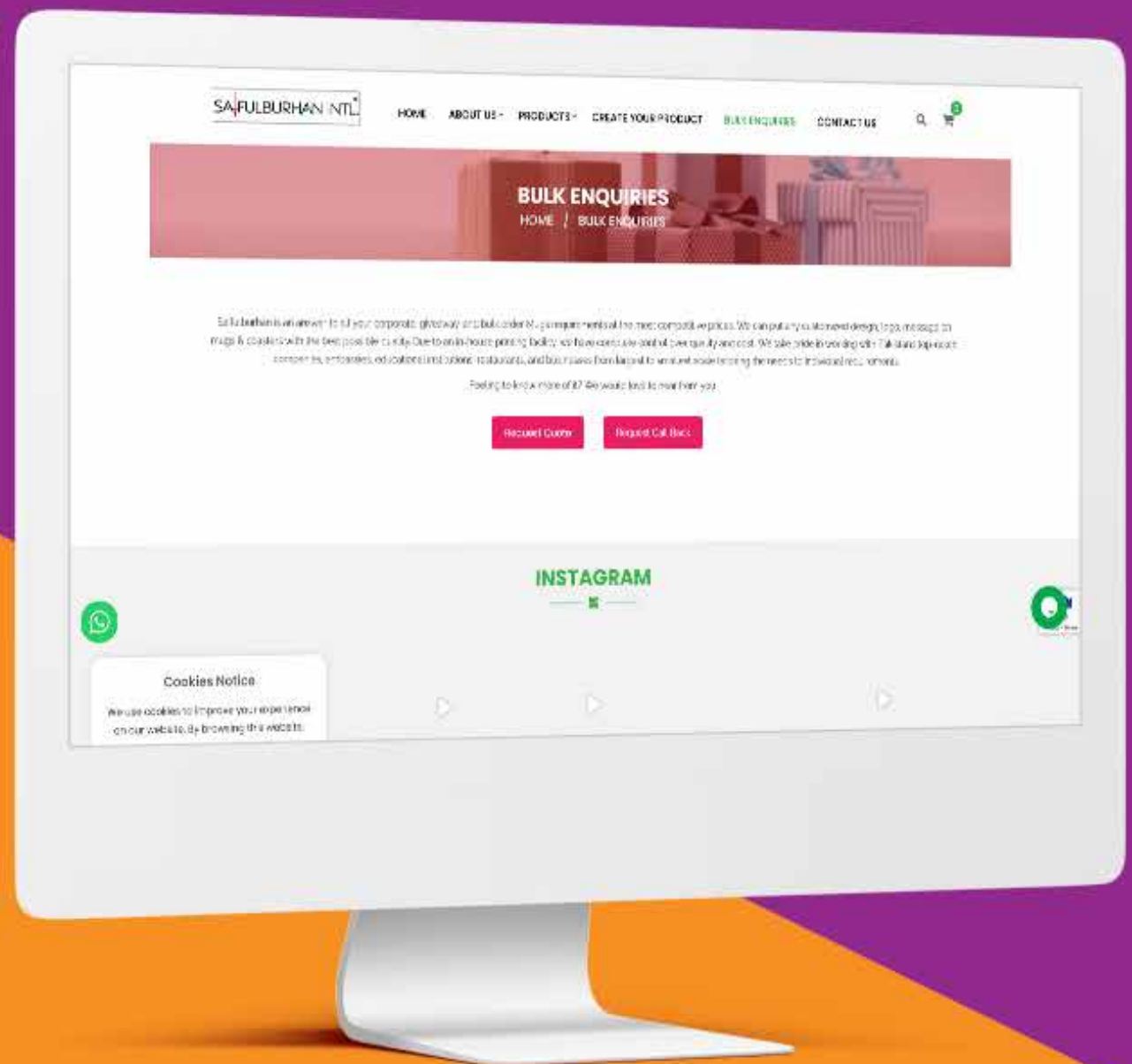
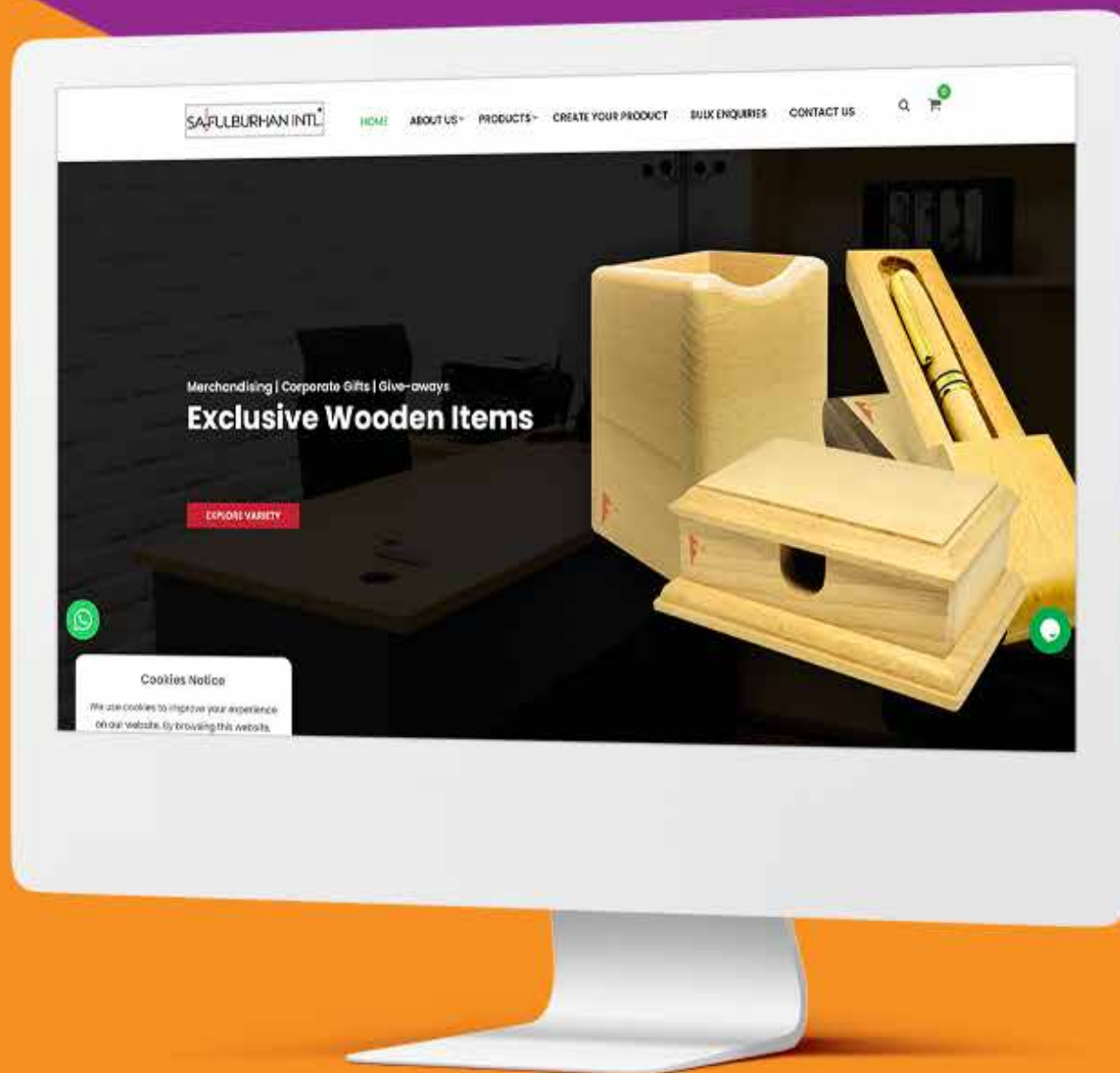
Website Design Development

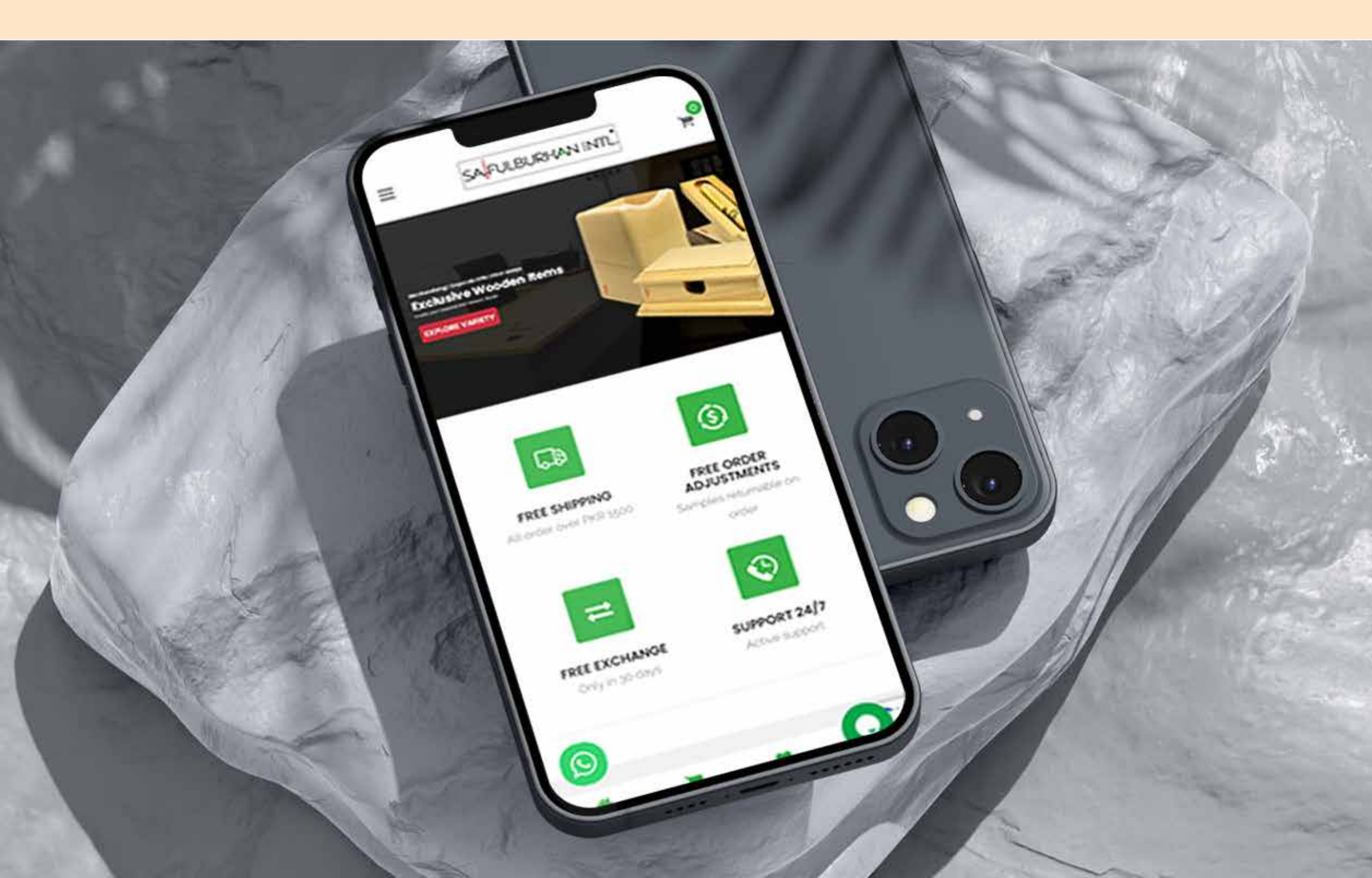
PORTFOLIO

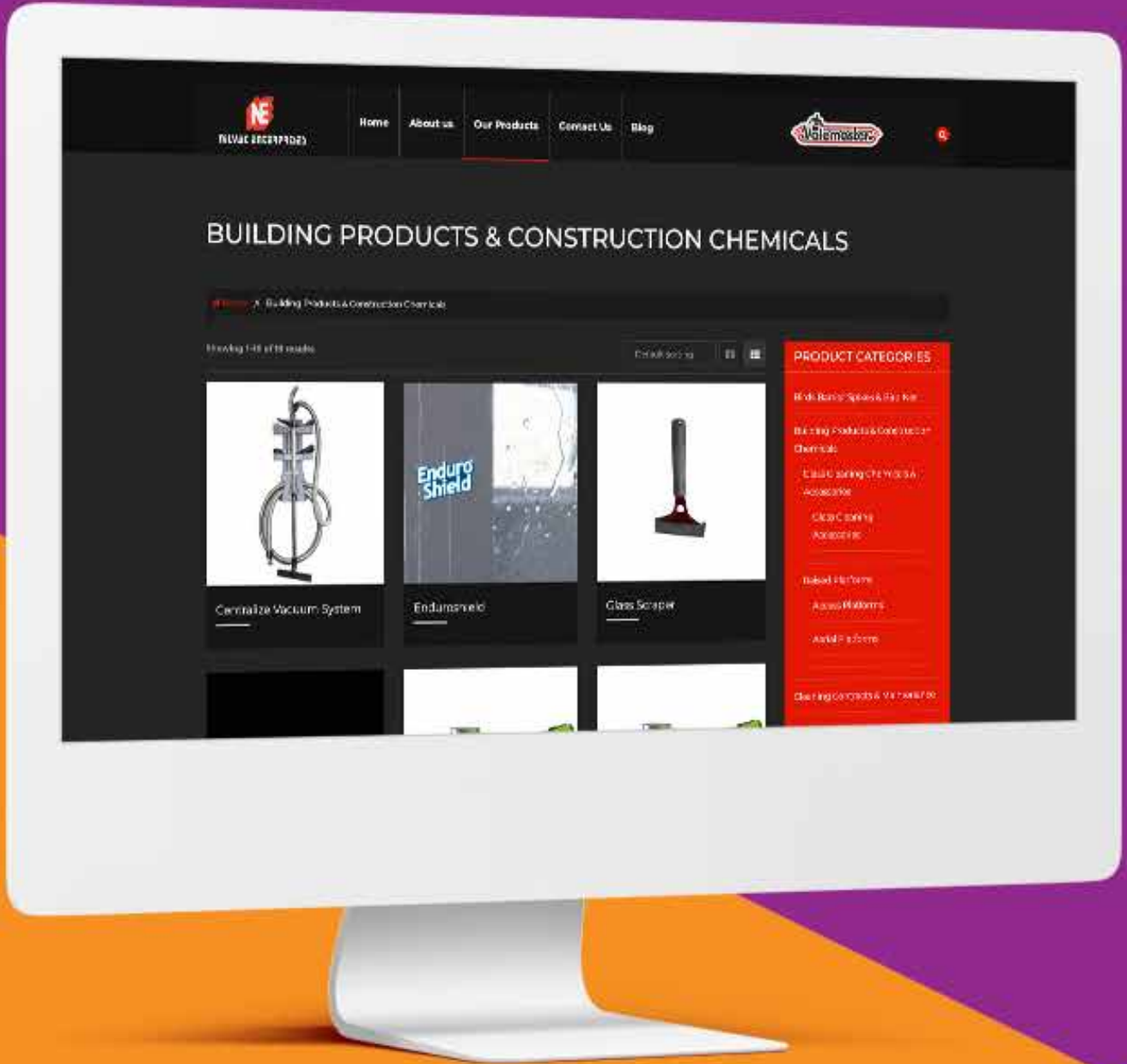
Super fast, secure &
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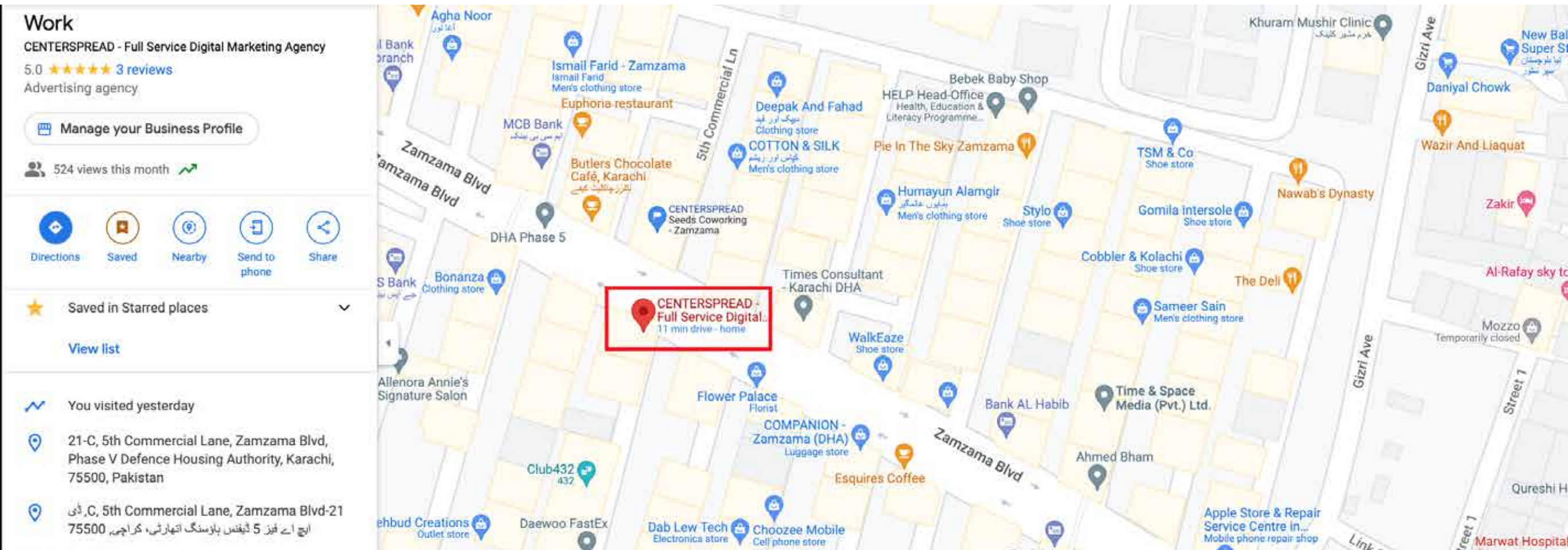






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