

# TDF

## Company Profile

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## **Company Introduction**

The Design Firm was established in 2002 and within this short period it has proved to be one of the leading Full Service Interactive Agencies operating in Pakistan.

TDF provides clients with a host of web based and marketing communications solutions starting from Corporate Identity and Logo Design to Online and Direct Marketing Services. We also offer our clients comprehensive brand building services on the web including Conceptual Website Design supported by full in-house software and multimedia development.

Our widespread portfolio extends to Multimedia and Print Design projects for major brands, making TDF the All Channel Service Provider of your choice.

## **Mission Statement**

“To provide a host of value-added services focusing on innovative concepts, creative design and quick response time. Our solutions are uniquely tailored to the individual needs of our clients, whether they are multinational companies or emerging enterprises.

We believe in a culture of partnership through shared ideas and expertise in order to reach shared goals. This synergistic effort is with the sole purpose of delivering the highest return to our clients in order to help them look their best. Be it the need for an integrated campaign or a single solution, we believe no market is too big, no project too small.”

## **Our Values at work**

Serving the Industry over the past six years and coming across various big and small projects of different domains and origins, the Enduring characteristics of TDF have continued to define its working values.

These values were instilled over a period of time by our hard working employees who were passionate for the company's success and the success of its clientele.

And we can proudly say today that we believe in our core values and put them into every transaction with our customers and partners:

- Dedication to every client's success
- Innovation that matters, for our company and the client
- Trust and personal responsibility in all relationships

## **Services**

### Web Solutions

With and Industry wide Experience and Portfolio, TDF's Web Development Solutions range from Custom Designed Websites that create a big impact to Intranet Applications for document sharing and collaboration. Our Entire Range of Services Includes:

- Web Applications and Intranet Portals
- E-Commerce Applications
- Design & Development of Conceptual Websites
- CMS based Applications
- Flash Animations and Presentations
- Software and Internet Banking Interfaces
- Interactive E-Learning Games and Applications
- Web Hosting and Maintenance

### Online and Direct Marketing Services

The Internet has revolutionized the way we work. It has made the whole world accessible at a mouse click.

Internet Marketing allows you to market your services in a cost effective and targeted way. With services from TDF you can effectively target your customer demographic and get verified results and statistics about the effectiveness of your advertising campaigns.

TDF offers:

- Internet Advertising and Ad Placement Services
- Search Engine Marketing and Optimization Services
- Email and SMS Marketing Services

## ATM Channel Services

TDF specializes in helping financial institutions utilize new Automatic Teller Machine (ATM) and KIOSK technologies, an industry key success factor, in order to help them increase market share.

TDF is the market leader in designing and developing static and animated interfaces for processor-based ATMs or KIOSK. We excel in designing custom-based, user-friendly, and easy to navigate transaction interfaces, so your customers need not be rocket scientists to use them.

TDF also provides ATM Receipt Design and Production Services. Our Years of experience in the Industry and wide portfolio ensure you know you are working with the best.

## Multimedia

For Professional and Effective Customer Communication, TDF provides Quality Multimedia and Interactive Presentations featuring 2D and 3D Environments to create maximum impact for audiences.

Our Portfolio and Services include:

- Corporate Presentations
- Interactive Presentations
- Marketing Presentations
- Product Demos
- Virtual Tours
- 3D Animations
- 2D Animations
- Animated Logos

## Print Media

Print is one of the age-old mediums for communication. TDF understands the importance of print based solutions and has an effective portfolio.

Our Services include:

- Corporate Identity and Stationary
- Press Ads
- Posters/Hoarding
- Annual Reports
- Calendars and Dairies
- Newsletters

# Clients

## Domestic Clients

- Bank AL Habib Ltd.
- RBS –Royal Bank of Scotland
- JS Bank
- Atlas Bank
- Askari Commerical Bank
- Max Com
- Swisstex Chemicals (Pvt) Ltd.
- Dubai Islamic Bank
- Emirates Global Islamic Bank
- United Bank Limited
- Allied Bank of Pakistan Ltd.
- NIB Bank
- Touch Point Pakistan
- Bank of Khyber
- KASB Bank Ltd.
- 1Link (Guarantee) Pvt. Ltd.
- Meezan Bank
- National Bank of Pakistan
- Habib Metropolitan Bank Ltd.
- Progas Pakistan
- HansCombe (Gestetner) Pakistan
- Sohail Hashmi
- Soneri Bank Ltd.
- Standard Chartered Bank
- United Mobile
- United Media
- Transaction Processing Systems
- Viking Shipping Services
- LAL's Chocolates
- Super Group of Industries (Pvt.) Ltd.
- Z2 Jeans
- Gateway Express Shipping (Pvt.) Ltd.

## International Clients

- Al Salam Bank – Sudan
- RBS –Royal Bank of Scotland – Hong Kong & Singapore
- ABN AMRO Bank – Hong Kong
- Embassy Coffee (Synergia Corporation) – USA
- Canadian Buying House – Canada
- CIRCA - Canada
- Dubai Bank - Dubai
- Citibank UAE
- Qatar International Islamic Bank – Qatar
- International Bank of Qatar (IBQ) – Qatar
- Masarf AL Rayyan - Qatar
- Watani Bank - Yemen
- UBL – UAE, Qatar, Bahrain

## Testimonials

“The Design Firm has changed the look of ATM Screens in Pakistan. It’s amazing the number of banks they have worked with, and for all of them they have come up with something new and different. I wish all the success for the future.”

Haider Wahab, Country Manager, NCR Pakistan

“For the last 5 years, TDF has continually met our needs with the professionalism and attention to detail that we value in a design house”.

Javed Iqbal, Group Chief IT, Askari Bank

“It is my pleasure to write these lines for The Design Firm (TDF). I have known TDF from the day it was established and have always been impressed by their creativity and drive. Their progress over the last five years speaks a lot about their focus which is highly commendable. TDF is one of the quality design houses in the country and I wish them all the best in days to come.”

Mohammad Sohail, CEO, TPS Pakistan (Pvt) Ltd.

“Professional Work... Creative Insight... Good People...”

Sohail Hashmi, Real Eyes Media, City FM89/Producer/Director TV