



— SECP REGISTERED —



COMPANY **PROFILE**

Digital Planet LLP |
Communications & Behavioral Change
Company



+92 51 8745914
+92 331 1200122



nazakat@digitalplanetllp.com



Office 206, Chenab
Centre, Blue Area,
Islamabad

www.digitalplanetllp.com

CORE

ELEMENTS

awareness ideas

Exchange information

public service messages to inform

persuade

adopt new ones

environmental outcomes

enhance knowledge

shift perceptions

support values

sustainable solutions

change in mindset

educate

modify existing behaviors

improve health

social change

understanding

beliefs

change in attitude

ABOUT US

Digital Planet LLP was born out of a deep commitment to addressing some of the most pressing challenges faced by our country, including gender-based violence, child labor, irregular migration, and barriers to girls' education. Our aim is to bring about positive change in Pakistan through well-structured campaigns that inspire awareness, advocacy, and behavioral transformation.

Our extensive experience includes implementing a variety of high-impact campaigns, such as educating youth about the risks of irregular migration in collaboration with the European Research Institute and the European Union, advocating for sexual and reproductive health rights with UNFPA and Save the Children International, promoting financial literacy with NIBAF and the State Bank of Pakistan, and supporting girls' education and the implementation of Article 25A with Awaz Foundation. We have also worked extensively on promoting the rights of women agricultural workers alongside Forum Asia and Awaz Foundation.



MEET OUR **AMAZING TEAM**



NAZAKAT HUSSAIN

FOUNDER/CEO

Dynamic Communications Professional with 16+ years of expertise in media management, public relations, and digital media campaigns, specializing in social media content creation, influencer engagement, and strategic campaign implementation. A proven track record of managing high-impact digital initiatives and bridging the gap between clients and media, ensuring maximum outreach and engagement.

CORE SKILLS

Digital Media Campaigns: Strategy development, content creation, analytics, reporting

Social Media Management: Content writing, audience engagement, paid ads, and platform insights

Influencer Marketing: Outreach, collaboration, campaign execution

Content Production: Audio-visual content, podcasts, video documentaries

Media Relations: Networking with journalists, feature placement, and news broadcasting..

KEY ACHIEVEMENTS IN DIGITAL MEDIA CAMPAIGNS

UNFPA – Family Planning Initiative (#ABrighterFutureforAll): Designed and executed the social media campaign, incorporating influencer engagement and impactful messaging to raise awareness.

Euro Village 2024 (#EuroVillagePK): Led digital strategy, influencer outreach, and social media content creation for a successful campaign celebrating European culture.

Population Council (#AbadiKiBaat): Managed digital advocacy campaigns, including Twitter trends, podcasts, and influencer collaboration, focusing on population awareness.

Article 25A Campaign (#Educations4all, #Girlseducation): Developed and implemented social media strategies for girls' education advocacy, leveraging Twitter trends and multimedia storytelling.

World Population Day Campaign (#abrighterfuture4all): Executed social media publishing, digital advertising, and analytics reporting for Population Council.



MARYAM ZAHRA
MANAGER COMMUNICATIONS

Having worked with organizations like Pakistan Poverty Alleviation Fund, Italian funded projects at PPAF, British Broadcasting Corporation, Pakistan Broadcasting Corporation, Gogi Studios, and dealing with clients of diverse range like RSPN, European Union, Sightsavers, ICRC, IRC, Save the Children and many others, I understand how to use comms tools effectively for communication for Development, behavioral change, digital media management, media management, content production and others.



ANEEZA RIAZ
COMMS ASSOCIATE & RESEARCH LEAD

Aneez Riaz, Communications Associate at Digital Planet have had the privilege of gaining valuable experiences in the corporate world. One of the standout roles I've held is as the Deputy Director of Marketing and Promotions for TEDx Bahria University. This role has allowed me to immerse myself in the world of marketing and promotions, nurturing skills in the process. Moreover, my degree in Business Administration has taught me a lot over the years and has helped me secure various opportunities. During my work at Sybrid - Lakson Group, I had the opportunity to delve into social media management, further expanding my skill set. However, it's my recent journey with Digital Planet that has truly been transformative.



AMEER HAMZA
PRINCIPAL GRAPHIC DESIGNER

Ameer Hamza is a skilled graphic designer with a strong for creating visually appealing designs. My expertise crafting social media layouts, editing, illustration, white board animations, infographics, poster, annual reports, and developing marketing materials that effectively convey my client's message .

With more than 8 years of Experience, I am Expert in Adobe illustrator, Adobe Photoshop, Corel Draw and good Knowledge of Adobe creative & Indesign



AHMED QURESHI
EVENT/MEDIA COORDINATOR

Dynamic and creative media coordinator with extensive experience in managing digital marketing campaigns, content creation, and social media strategies. Proven track record in improving brand visibility and engagement through effective use of various media platforms. Adept at coordinating with teams to deliver high-quality multimedia projects. Media coordination and managing digital marketing campaigns, content creation, and social media strategies. Proven track record in improving brand visibility and engagement through effective use of various media platforms. Adept at coordinating with teams to deliver high-quality multimedia projects.

ORGANOGRAM



Nazakat Hussain
Director



Maryam Zahra
Manager Comms & PR Project Incharge



Aneez Riaz
Comms Associate + Research Lead



Ameer Hamza
Principal Graphic Designer/Video Editor



Ahmed Qureshi

ISLAMABAD



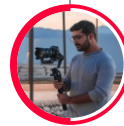
Fawad Moradi

KHYBER
PAKHTUNKHWA



Muhammad Hassan

SINDH



Waqas Khan

BALOCHISTAN

Nazakat Hussain
Special Supervision

Maryam Zahra
Special Supervision

Audio Visual Production



Bisharat Abbasi

ISLAMABAD



Iftikhar Ahmed

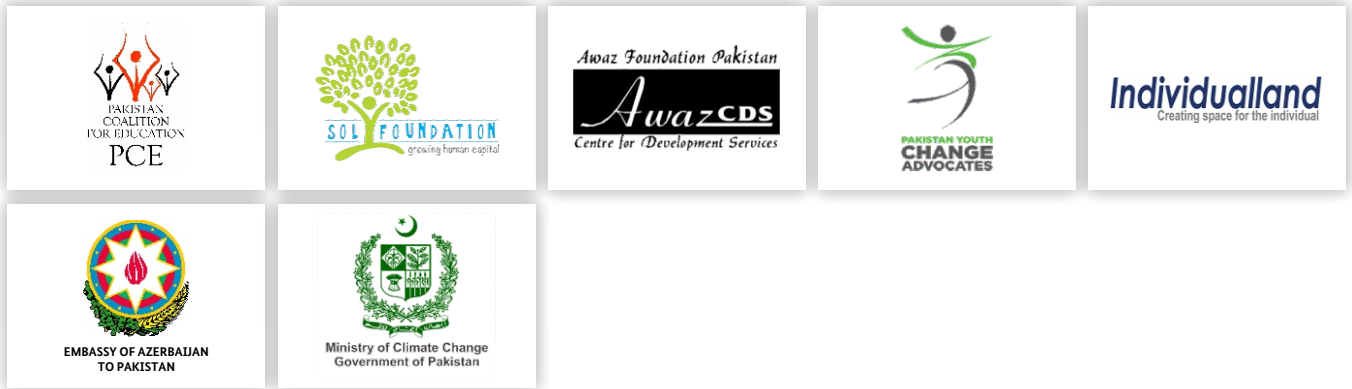
PUNJAB



Pervez Ali Soomro

SINDH

OUR CLIENTS



OUR SERVICES

BEHAVIORAL CHANGE CAMPAIGNS

Design and implement targeted campaigns to change behaviors, such as promoting healthy habits, environmental conservation, or social justice.



DIGITAL TRANSFORMATION

Help organizations navigate digital change by developing strategies for online engagement, social media, and content marketing.



SOCIAL IMPACT INITIATIVES

Collaborate with organizations to develop and implement initiatives that drive positive social change, such as diversity and inclusion programs.



STRATEGIC COMMUNICATIONS PLANNING

Develop comprehensive communications plans that align with organizational goals and objectives.

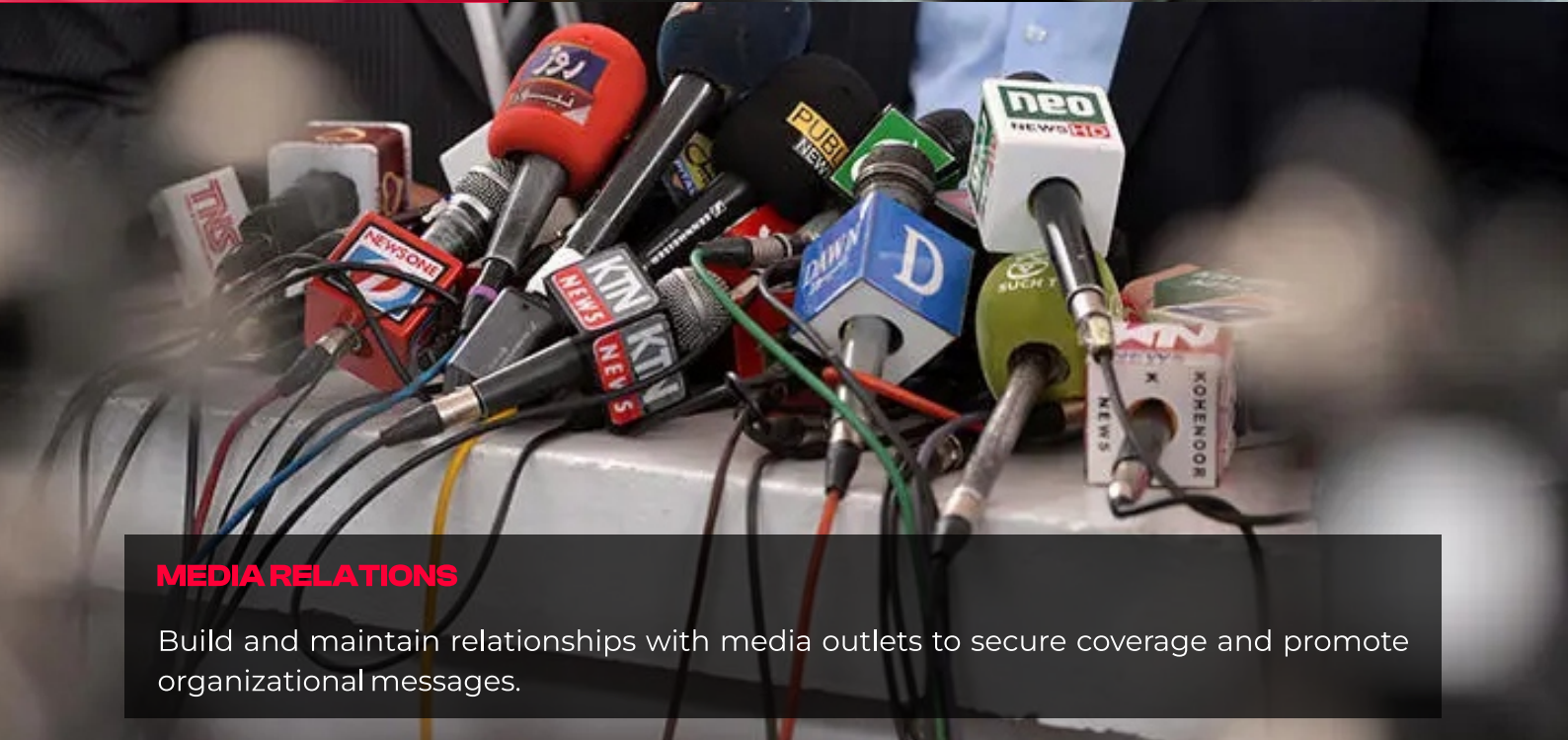
CONTENT CREATION

Produce high-quality, engaging content that resonates with target audiences, including blog posts, videos, infographics, and more.



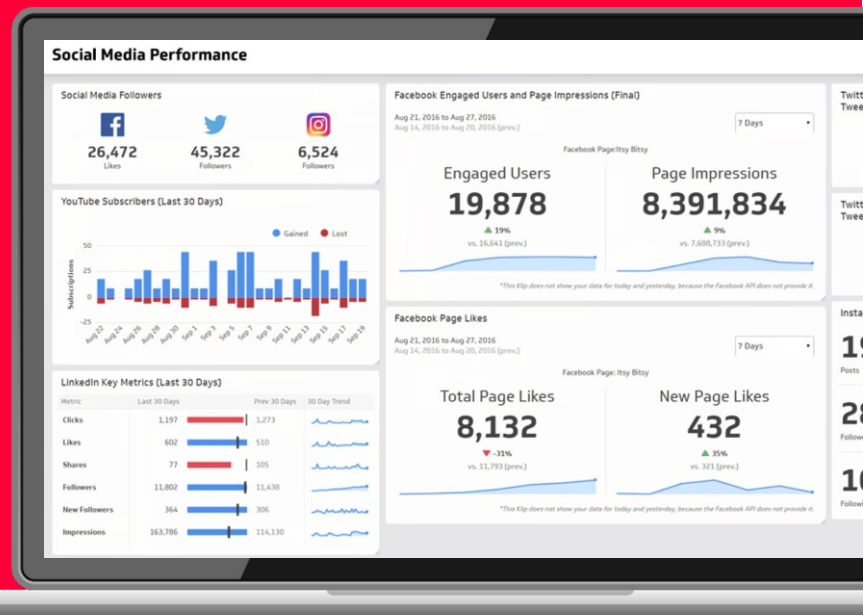
MEDIA RELATIONS

Build and maintain relationships with media outlets to secure coverage and promote organizational messages.



DATA-DRIVEN INSIGHTS

Provide data analysis and insights to inform communications strategies and measure their effectiveness.



MEASURING IMPACT

KEY PERFORMANCE INDICATORS (KPIs)

Establish and track KPIs to measure the effectiveness of communications strategies.

01



02

SURVEYS AND FEEDBACK

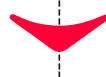
Conduct surveys and gather feedback to understand the impact of communications efforts.



MEDIA MONITORING

Track media coverage to measure the reach and impact of communications initiatives.

03



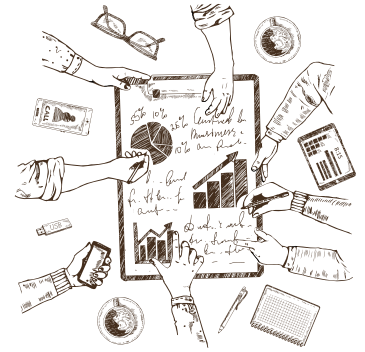
04

DATA ANALYSIS

Analyze data to understand the impact of communications efforts on business results and social change.



STRATEGIC PLANNING



— DEFINE THE COMMUNICATIONS STRATEGY

Based on the situation analysis and goal setting, develop a comprehensive communications strategy that outlines the key messages, channels, and tactics.

— IDENTIFY KEY MESSAGES

Develop clear and concise key messages that resonate with the target audience and support the communications goals.

— SELECT COMMUNICATIONS CHANNELS

Choose the most effective communications channels to reach the target audience, such as social media, email, media relations, or advertising.

— DEVELOP A CONTENT STRATEGY

Plan and create content that supports the key messages and resonates with the target audience.

— ESTABLISH A TIMELINE

Create a timeline that outlines the key milestones and deadlines for the communications strategy.

— DEFINE ROLES AND RESPONSIBILITIES

Identify the key stakeholders and their roles and responsibilities in implementing the communications strategy.

— ESTABLISH A BUDGET

Determine the budget required to implement the communications strategy and allocate resources accordingly.

— ESTABLISH METRICS AND BENCHMARKS

Define the metrics and benchmarks to measure the success of the communications strategy.

DIGITAL COMMUNICATION



DIGITAL COMMUNICATION STRATEGY

Developing a comprehensive digital communication strategy that aligns with organizational goals and objectives.

CHANNEL MANAGEMENT

Managing and optimizing digital communication channels, such as social media, email, and websites.

CONTENT CREATION AND CURATION

Creating and curating high-quality, engaging, and relevant content for digital communication channels.

AUDIENCE ENGAGEMENT

Encouraging and managing audience engagement, feedback, and participation on digital communication channels.

METRICS AND ANALYTICS

Monitoring, measuring, and analyzing digital communication metrics and analytics to evaluate effectiveness and inform future strategies.

CRISIS MANAGEMENT

Developing and implementing digital communication strategies for crisis management and reputation management.

TEAM MANAGEMENT

Managing and supervising digital communication teams, including content creators, social media managers, and analytics specialists.

MEDIA & PRESS

Why Media and Press are Important

CREDIBILITY

Media coverage can lend credibility to your organization and messages.

AMPLIFICATION

Media coverage can amplify your messages, increasing their impact and resonance.

BRAND AWARENESS

Consistent media coverage can help build and maintain brand awareness.

Types of Media and Press

TRADITIONAL MEDIA

Print newspapers, magazines, radio, and television.

DIGITAL MEDIA

Online newspapers, blogs, social media, and online video platforms.

SPECIALIZED MEDIA

Trade publications, industry journals, and niche online platforms.





WHY EVENTS COVERAGE AND **LIVESTREAMING** MATTER



INCREASED REACH

Events coverage and live streaming can extend the reach of your event, allowing you to connect with a broader audience.

IMPROVED ENGAGEMENT

Live streaming enables real-time interaction, fostering a sense of community and encouraging audience participation.

ENHANCED BRAND AWARENESS

Events coverage and live streaming can help build brand awareness, establishing your organization as a thought leader and industry expert.

COST-EFFECTIVE

Live streaming can reduce event costs by minimizing the need for physical infrastructure and logistics.



CONTENT CREATION

Content creation is a crucial component of any communication strategy, enabling organizations to connect with their audiences, convey their messages, and achieve their goals.



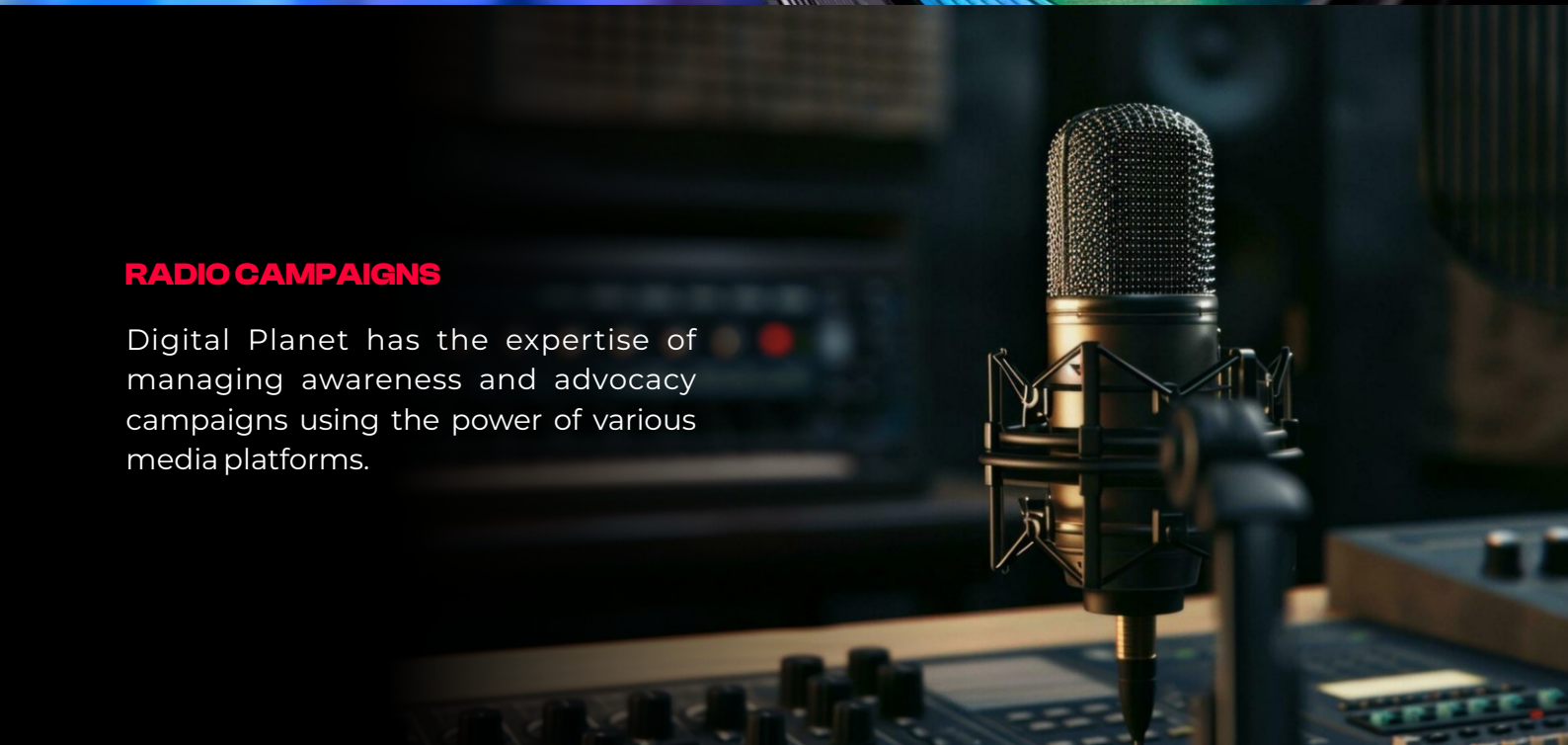
VIDEO PRODUCTION

Video production is a powerful tool in communication strategy, enabling organizations to convey complex messages, showcase products or services, and tell compelling stories in an engaging and memorable way.



PHOTO SHOOTING

Using branded cameras for photo shooting can be an effective way to promote a brand, product, or service. Here are some benefits and considerations



RADIO CAMPAIGNS

Digital Planet has the expertise of managing awareness and advocacy campaigns using the power of various media platforms.

OUR WORK GALLERY



EMBASSY OF AZERBAIJAN
TO PAKISTAN

Azerbaijan – A Destination worth Exploring: Highlights from Pakistan Travel Mart 2025

Spokesman Report
ISLAMABAD: The Pakistan Travel Mart 2025 brought together tourism



modern and traditional experiences. The iconic Heydar Aliyev Center in Baku is an architectural marvel, reflecting the country's rich heritage. Azerbaijan is also known for its rich culinary heritage, offering a variety of dishes that reflect its diverse cultural influences. The country is home to several UNESCO World Heritage sites, including the Old City of Shirvan, the Maiden Tower, and the Gobustan Rock Art Sites. Azerbaijan is also a popular destination for eco-tourism, with its lush forests and mountains offering a peaceful retreat for nature lovers. Azerbaijan's commitment to global sustainability is also evident as it prepares to host the COP29 Climate Change Conference, reinforcing its role in environmental initiatives and green tourism.

Boosting tourism between Azerbaijan, Pakistan emphasised

By Our Correspondent February 06, 2025



People get information about tourist visas at a stall at Pakistan Travel Mart 2025 on February 6, 2025. — Facebook/pakistanboardat

Islamabad: The Pakistan Travel Mart 2025 brought together tourism experts, industry professionals, and travel enthusiasts to discuss new opportunities in the travel sector. One of the key highlights of the event was the presentation by Rovshan Rahimov, Regional Manager for South Asia at the Azerbaijan Tourism Board. He spoke about Azerbaijan's hospitality, rich cultural heritage, and the strong relationship between Azerbaijan and Pakistan.



Ministry of Climate Change
Government of Pakistan

Regional
Parliamentarians
Conference

12-13
AUGUST
2024

Gender Empowerment for a Green Economy
EMPOWERING WOMEN >> GOING GREEN

With women making up 21% of Pakistan's representation in legislatures, their voices and leadership are vital in driving sustainable and inclusive development.

ministryofclimatepk and rominakhrushidalam

from 15 countries to discuss the crucial role of women in building a sustainable, green economy. Join us for updates on Regional Parliamentarians Conference @govtopakistan @naofpakistan

Regional Parliamentarians Conference on Gender Empowerment for a Green Economy

12-13 August 2024
Islamabad, Pakistan

EMPOWERING WOMEN >> GOING GREEN

ministryofclimatepk • Following

Ministry of Climate Change, Government of Pakistan, invites parliamentarians from all across the region to explore innovative strategies for gender empowerment, driving the transition to a sustainable green economy.

In today's rapidly changing world, the intersection of gender empowerment and green economy has never been more crucial. Empowering women is key to creating innovative solutions and ensuring that no one is left behind as we strive for sustainability.

Stay tuned for more updates and join us in this important conversation.

@govtopakistan @naofpakistan @rominakhrushidalam @ndma @mo.yahya @unfpakistan @pathfinderint @foreignofficepk #sustainablefuture

Regional Parliamentarians Conference on Gender Empowerment for a Green Economy

With women making up 21% of Pakistan's representation in legislatures, their voices and leadership are vital in driving sustainable and inclusive development.

ministryofclimatepk • Follow

ministryofclimatepk We're thrilled to announce the upcoming Regional Parliamentarians Conference on Gender Empowerment for a Green Economy, hosted by the Ministry of Climate Change, Government of Pakistan.

With women making up 21% of Pakistan's representation in legislatures, their voices and leadership are vital in driving sustainable and inclusive development. Join us in our journey towards a #SustainableFuture

@govtopakistan @naofpakistan @shehbazsharif @senate_of_pakistan @rominakhrushidalam @ndma @mo.yahya @unfpakistan @pathfinderint @foreignofficepk #sustainablefuture

1 like
5 minutes ago

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CERTIFICATE

SECURITIES AND EXCHANGE COMMISSION OF PAKISTAN

Business Centre at Head Office Islamabad

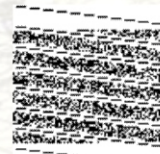
CERTIFICATE OF INCORPORATION

[Under section 7 of the Limited Liability Partnership Act, 2017 (XV of 2017)]

Limited Liability Partnership Incorporation No. 0277241

I hereby certify that **DIGITAL PLANET LLP** is this day incorporated under Limited Liability Partnership Act, 2017 (XV of 2017).

Given at **Islamabad** this **Fourth** day of **December**, Two **Thousand** and **Twenty Four**



<https://leap.secp.gov.pk/#/verify-company-info/0277241>

SECP

This is an electronically generated document and does not require a physical signature

Disclaimer: This certificate of incorporation is not a permission to accept deposits from the general public by offering fake jobs/investment packages and return thereon, indulge in leasing/ financing of vehicles and household products etc., MLM, Pyramid and Ponzi Schemes, Lottery Business, trading in forex and virtual currencies or any other unlawful business activities

BANK ACCOUNT DETAILS

Digital Planet

BANK ACCOUNT DETAILS



ACCOUNT NO.

PK14MEZN 003 01011020 8163

Federal Capital Islamabad

CONTACT **US**

We are passionate about using
our abilities to drive positive change.

Let's work together to make a
meaningful impact!



+92 51 8745914
+92 331 1200122



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