Digital Planet

SECP REGISTERED

COMPANY PROFILE

Digital Planet LLP |
Communications & Behavioral Change Company

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nazakat@digitalplanetllp.com

Office 17, Feroz Plaza,
Blue Area, Islamabad

www.digitalplanetllp.com

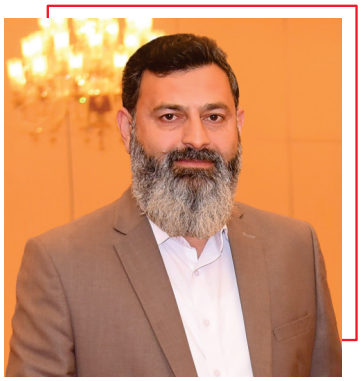
CORE ELEMENTS

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

Aneeza 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 alot over the years and has helped my 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

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

AQSA SARFRAZ

LIASON OFFICER

I am a young professional working in the field of communications and behavioral change, passionate about creating lasting impacts in communities. I strongly believe in the power of networking and building strong relationships with countries and influential leaders to bring meaningful change. My goal is to turn ideas into action, ensuring that effective communication tools are used to drive positive behavioral change. I focus on empowering communities, especially youth and women, both in rural and urban areas, by equipping them with the knowledge and resources they need for personal and social development. By working closely with stakeholders, I aim to develop and implement initiatives that foster growth and inspire action, creating real transformation. With a commitment to excellence and collaboration, I strive to ensure that every communication effort leads to practical solutions that can improve lives and contribute to sustainable development.

ORGANOGRAM

Nazakat Hussain
Director

Maryam Zahra
Manager Comms & PR Project Incharge

Aneeza Riaz
Comms Associate + Research Lead

Ameer Hamza
Principal Graphic Designer/Video Editor

Aqsa Sarfraz

ISLAMABAD | PUNJAB

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

Pakistan Coalition for Education PCE

SOL Foundation growing human capital

Awaz Foundation Pakistan
AwazCDS
Centre for Development Services

Pakistan Youth Change Advocates

Individualland
Creating space for the individual

Embassy of Azerbaijan to Pakistan

Ministry of Climate Change
Government of Pakistan

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

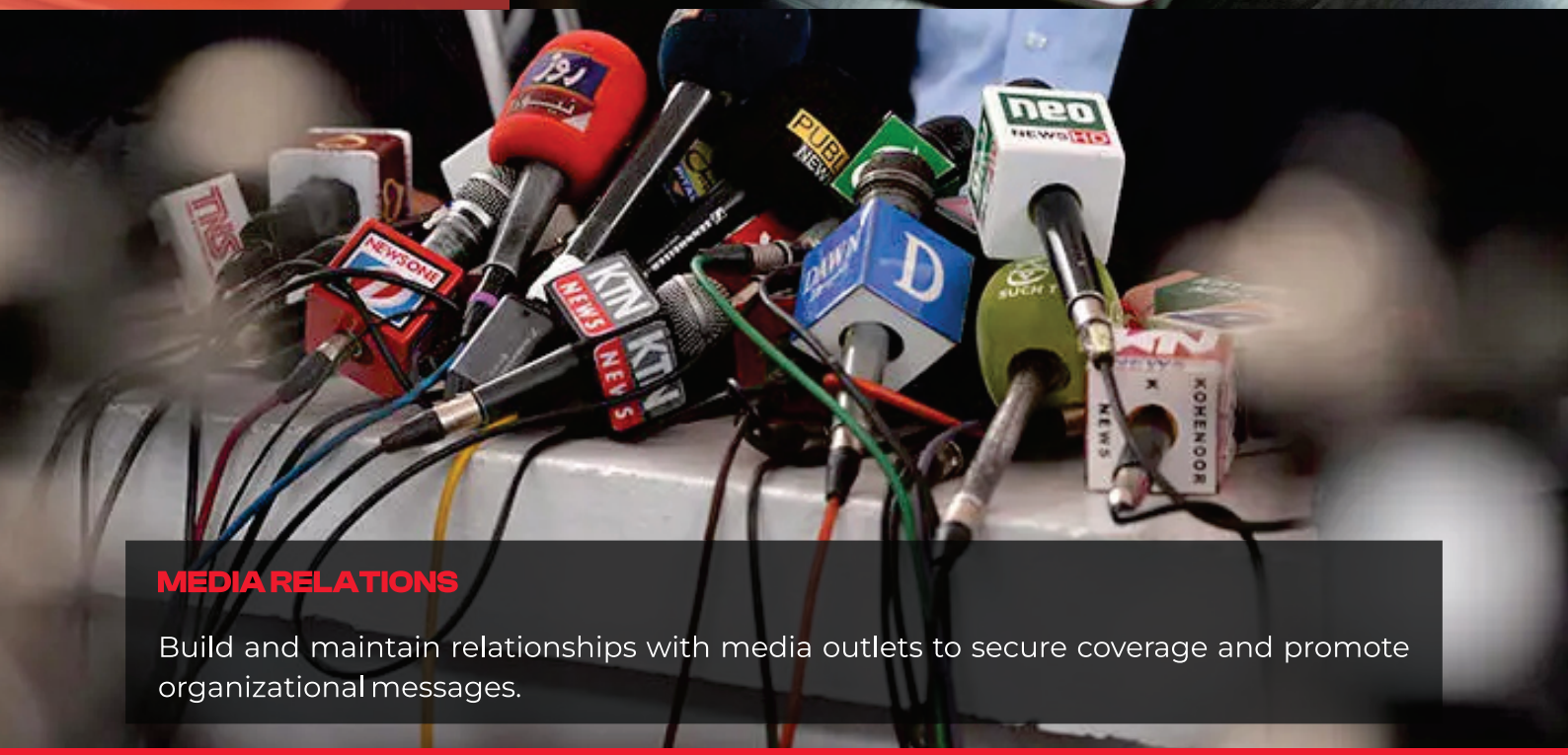
Collaborate with organizations to develop and implement initiatives that drive positive social change, such as diversity and inclusion programs.

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.

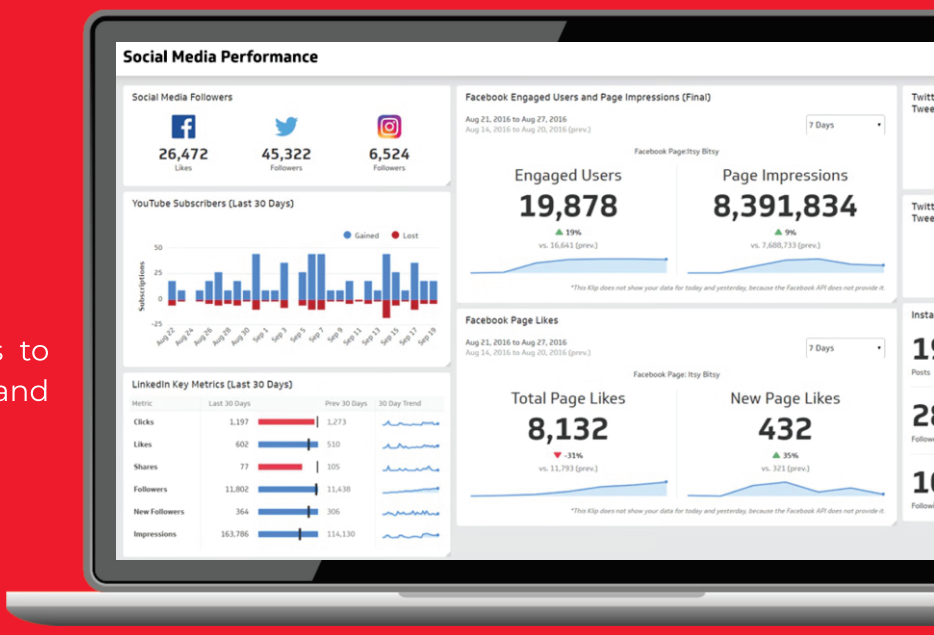


MEDIA RELATIONS

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

01

KEY PERFORMANCE INDICATORS (KPIS)
Establish and track KPIs to measure the effectiveness of communications strategies.

02

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

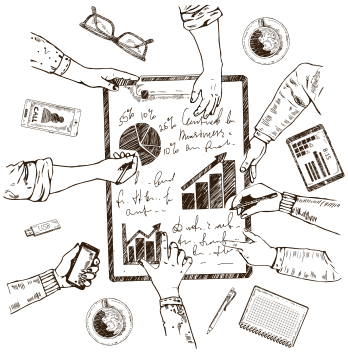
03

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

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 LIVE STREAMING 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

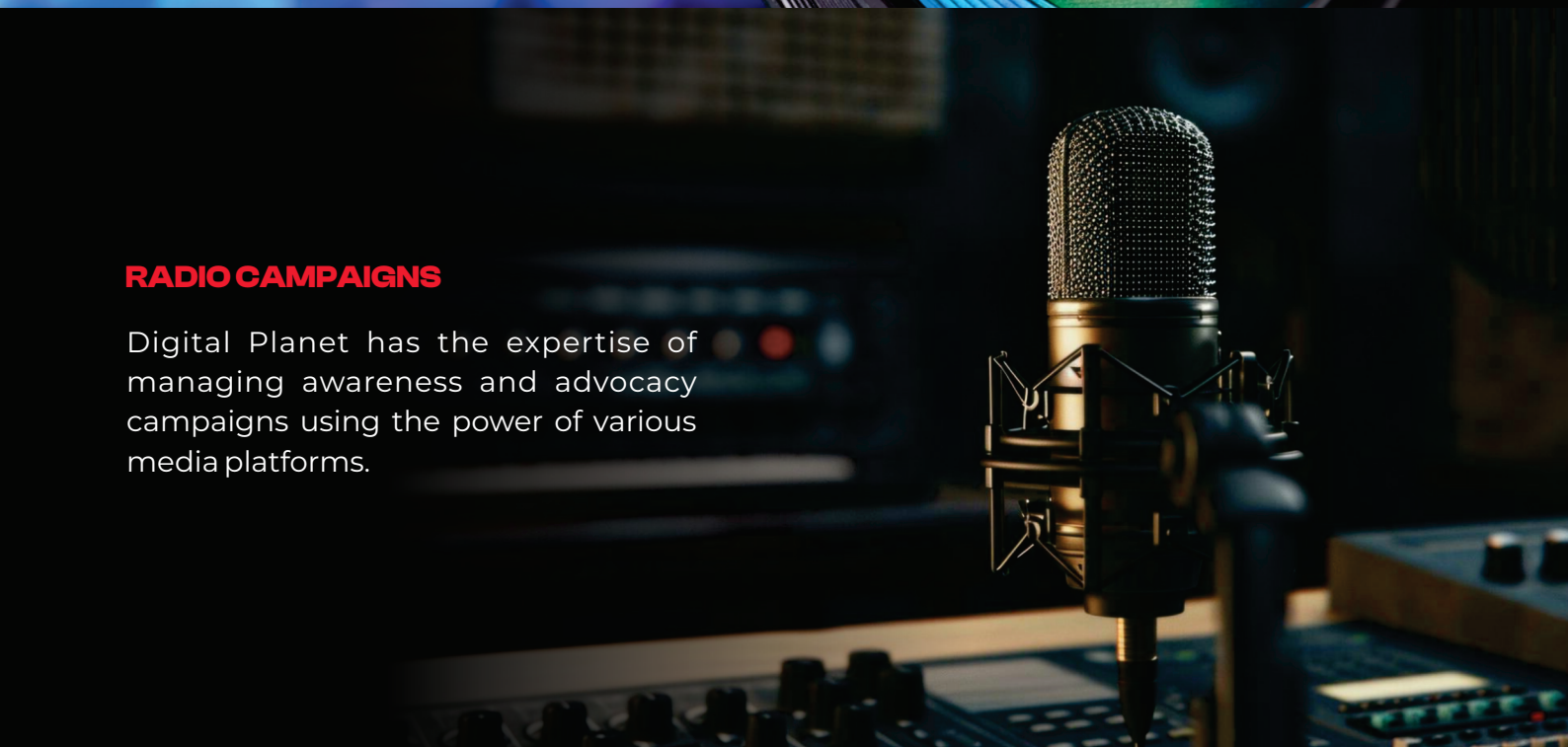
Content creation is a crucial component of any communication strategy, enabling organizations to connect with their audiences, convey their messages, and achieve their goals.

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

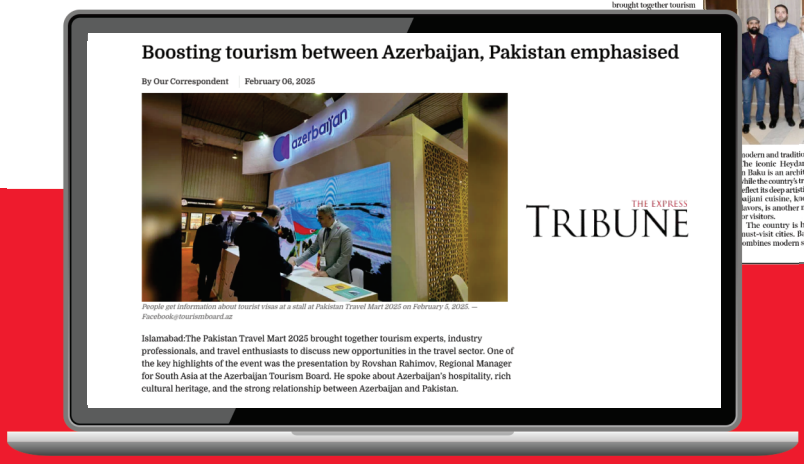
ISLAMABAD: The Pakistan Travel Mart 2025 brought together tourism

modern and traditional experiences. The iconic Heydar Aliyev Center in Baku is an architectural marvel, while the country's traditional carpets reflect its deep artistic heritage. Azerbaijani cuisine, known for its rich flavors, is another major attraction for visitors.

The country is home to several must-visit cities. Baku, the capital, combines modern skyscrapers with historic sites like the Old City. Sheki is famous for its ancient palaces and charming bazaars, while Gabala, surrounded by lush forests and mountains, offers 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.

Another significant presentation at the event was delivered by Mr. Azer Ahmedzada from Silk Road Travel and Tourism, Embassy of Azerbaijan in Islamabad. He introduced Silk Road Travel and Tourism as a distinguished and reputable travel agency based in Baku, officially registered with the National Tourism Administration.



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 5, 2025. — Facebook@tourismboard.az

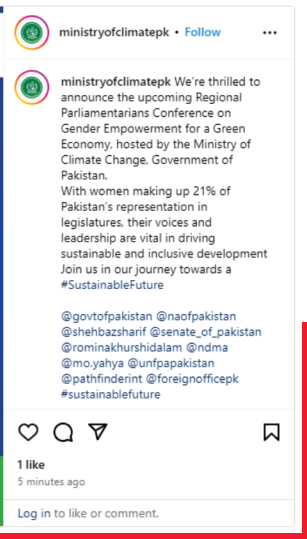
Islamabad:The Pakistan Travel Mart 2025 brought together tourism experts, industry professionals, and travel enthusiasts to discuss new opportunities in the travel sector. One of the key highlights of the event was the presentation by Rovshan Rahimov, Regional Manager for South Asia at the Azerbaijan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

THE EXPRESS TRIBUNE

Ministry of Climate Change
Government of Pakistan

ministryofclimatepk and rominakhurshidalam

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



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

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 0101 1020 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!

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