

## COMPANY CAPABILITIES

# Connected capabilities. One clear direction.

Consultancy, media and marketing. Powered by technology.

MATGIX is a Pakistan-based firm bringing business thinking, creative communication and software into one connected project approach for local and international briefs.



## FOUR CONNECTED DISCIPLINES

# What we can bring to your next project.

### Consultancy

Audience discovery, positioning, communication planning, market-entry thinking and practical roadmaps.

### Software

Requirements, user journeys, interface design, web applications, integrations and technical handover.

### Media

Concepts, scripts, brand films, photography, interviews, editing, colour, sound and motion graphics.

### Marketing

Campaign strategy, content planning, creative assets, landing-page messaging and reporting frameworks.

An engagement can focus on one discipline or combine several. Deliverables, third-party costs and exclusions are agreed in the proposal.

A PRACTICAL WAY TO WORK

# From a clearer brief to a useful handover.

## **01 Discover**

Understand the challenge, audience, existing materials and business priorities.

## **02 Define**

Agree the scope, milestones, dependencies, review process and commercial terms.

## **03 Develop**

Review strategy, concepts or prototypes before production and build progress.

## **04 Deliver**

Check agreed outputs, resolve feedback and prepare the launch.

## **05 Hand over**

Transfer agreed files and documentation; define access, ownership and ongoing support.



START A CONVERSATION

# Bring the ambition. Let's define the brief.

Tell us what you want to launch, improve or change. A useful introduction includes your audience, target market, preferred timeline, budget range and the materials you already have.

## Typical starting points

- Launch a brand
- Improve a digital experience
- Plan a campaign or brand film
- Build a business platform
- Prepare for a new market

## Working internationally

The kickoff establishes communication channels, working-hour overlap, review points and decision-makers. Scope changes and dependencies are discussed before additional work begins.

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