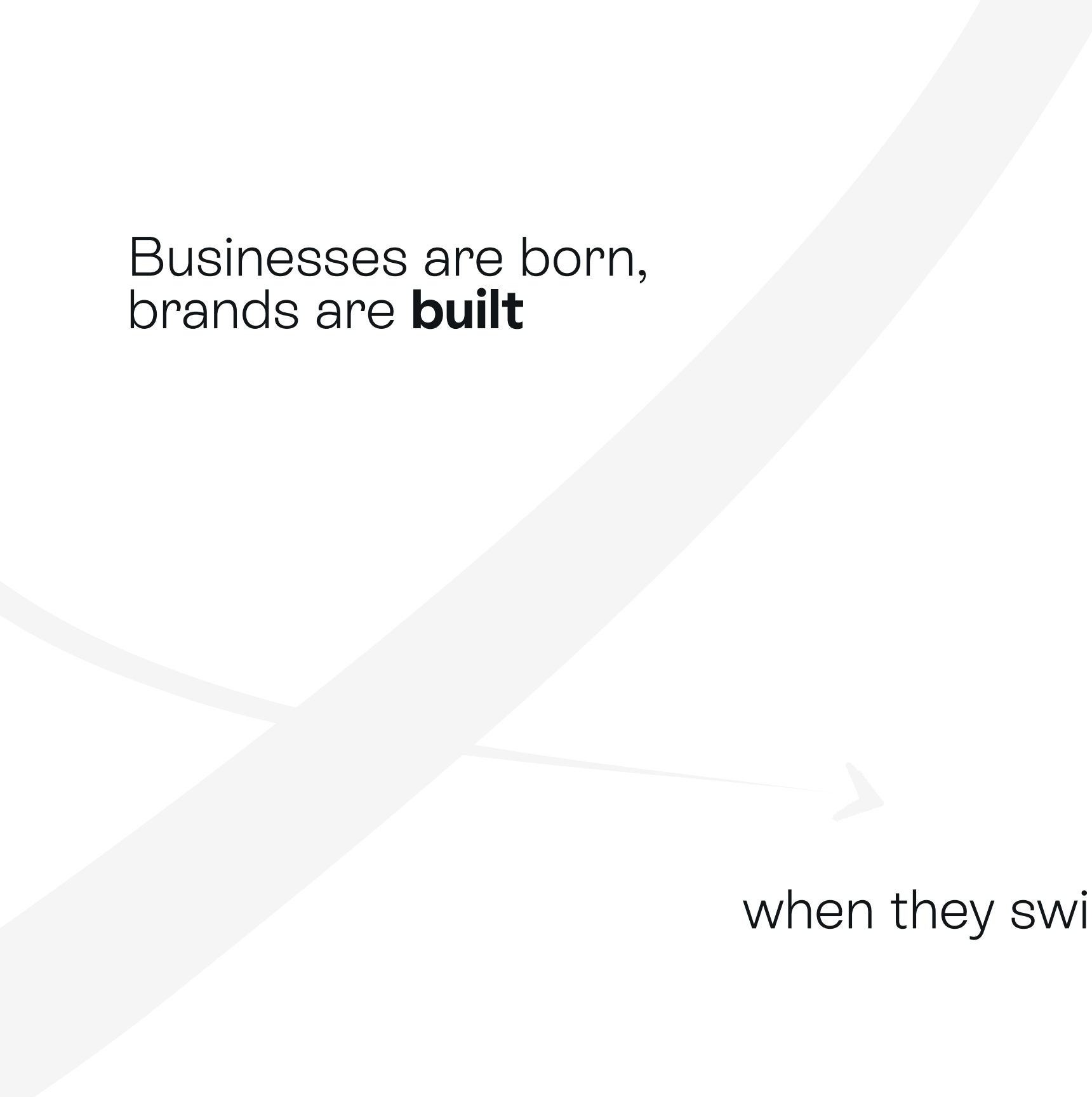




Agency Credentials

Businesses are born,
brands are **built**



when they swim against the *flow*



In the business

since
2021

Executing bold ideas, holistically & effortlessly.

We're a full-service advertising agency offering 360° solutions: from brand identities and packaging to ATL films, BTL experiences, digital campaigns, content, performance marketing, and websites. Strategy-backed, execution-driven and built for brands that want to move differently.

Swimming Upstream. By choice.

Solve for your needs
by understanding the
pain points beneath
the brief



Work to turn the tide
in your favour with
strategy, clarity &
intent



Identify growth
openings others miss
& move fast to
capture them



Make waves through
experimentation,
creativity & a bias for
action



we

S

w

i

m



Partners riding the current long-term

Through every tide and turn, we've navigated alongside our clients, building trust, driving growth and staying their backyard partners for the long run.

3 years



5 years



4 years



4 years



5 years



4 years



4 years



4 years



4 years



2 years



4 years



2 years



4 years

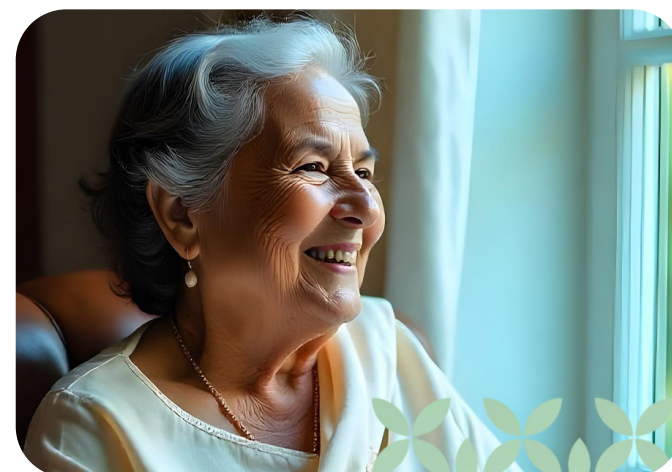
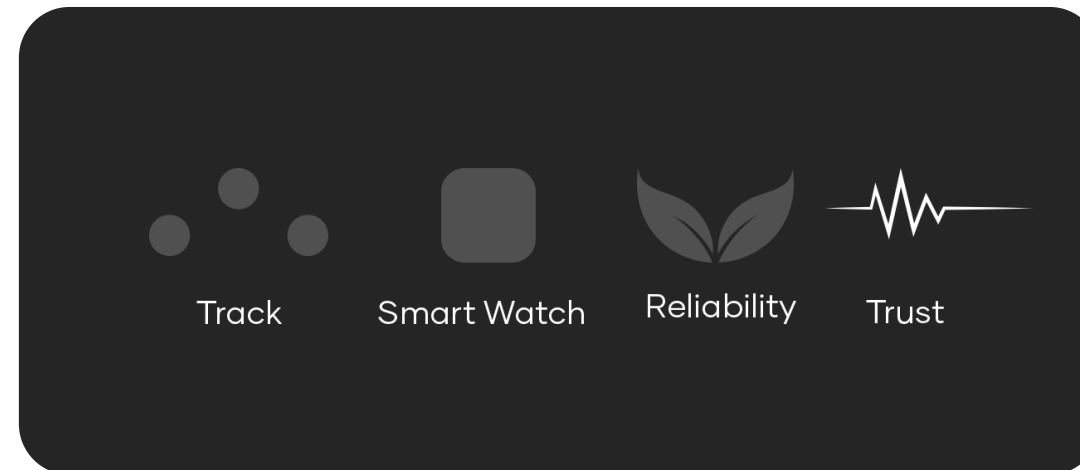


Logofolio



Branding

Health
& Beyond





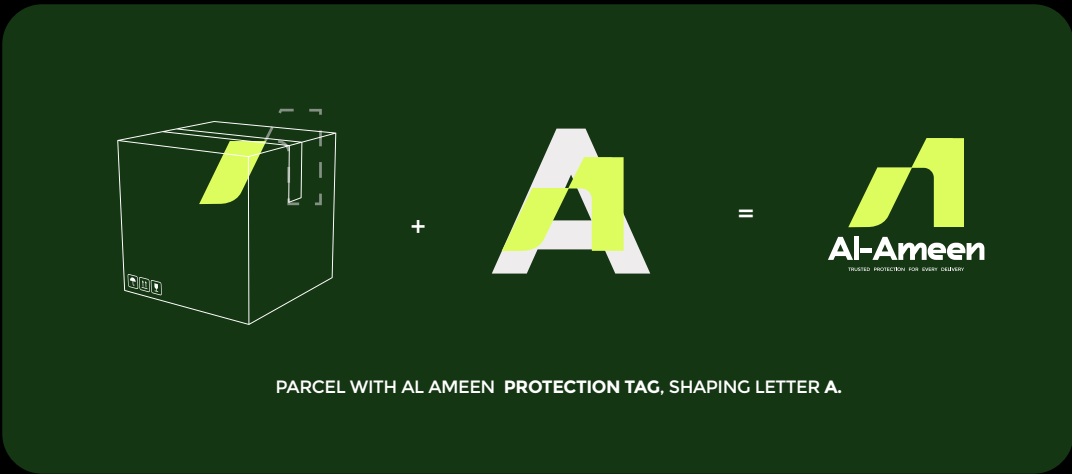
خاص ہے
کیونکہ خالص ہے





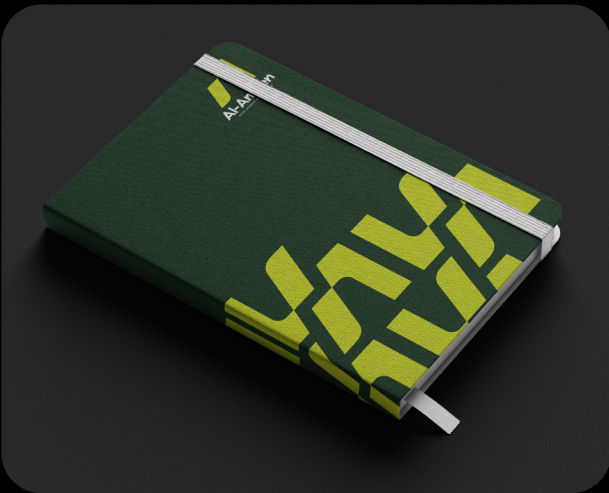
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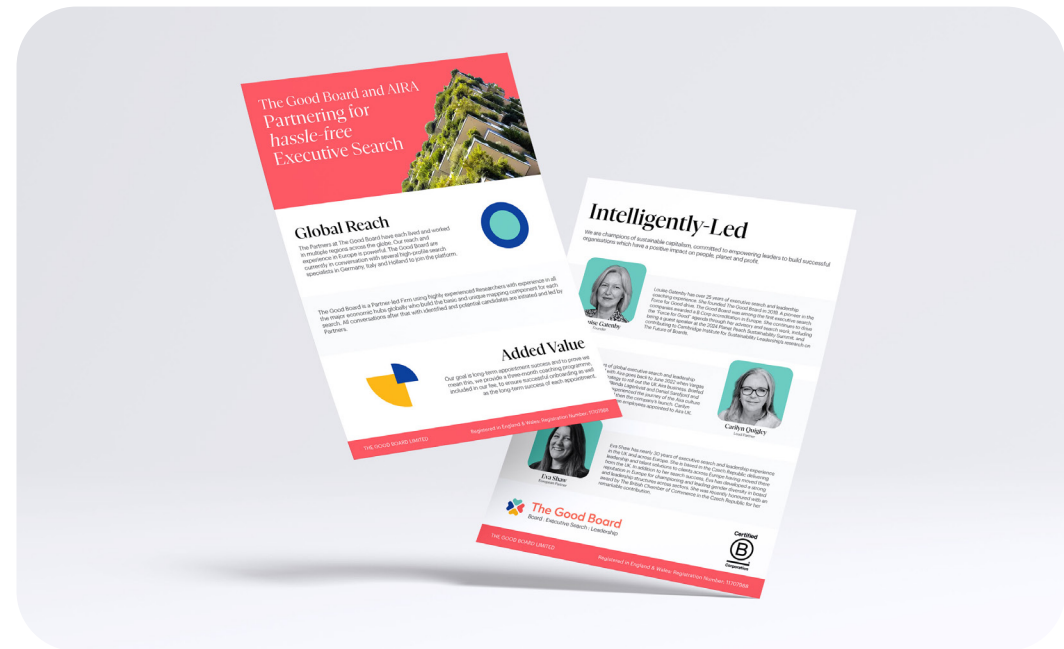
Primary Font-Heading Text



SECURITY & TRUST

TECH-DRIVEN & MODERN







POS Packaging Design

Clean, premium, and minimal: designed to draw attention to the right elements at the right moment.

OOH





Social Media
Sage



SAGE.

Iced			
Americano	550	Salted Caramel	750
Latte	600	White Mocha Latte	750
Spanish Latte	700	Coconut Latte	800
French Vanilla/ Hazelnut/Caramel	750	Tiramisu Latte	850
		Brown Sugar Shaken Espresso	800
<hr/>			
Hot		Affogato	
Americano	450	Classic	600
Cappuccino	500	Caramel	650
Cortado	500	Pistachio	700
Spanish Latte	650	Matcha	700
Vanilla Latte	700		
Caramel Macchiato	700		
Mocha Latte	700		
<hr/>			
Frappe		Tonic	
Vanilla/Caramel/Mocha	800	Peach Espresso	700
Lotus	900	Strawberry Espresso	700
Kinder Bueno	950	Lychee Espresso	700
Pistachio Chocolate	950		
<hr/>			
Coffee			
All prices exclusive of taxes Decaf available			

SAGE.

Iced/Hot	700
Spanish	800
Strawberry	850
Blueberry	850
Cherry Vanilla	900
Biscoff	900
Banana Bread Matcha	1050
Coconut Cream Matcha	850
Add on	
Skimmed Milk	100
Lactose Milk	100
Espresso Shot	200
Extra Pump Syrup	100
Cold Foam	150
Sugar Free Syrup	150
Oat Milk	400
Subject to availability	
Matcha	



rennie

advance

Let's talk latest sales, listings and median prices in the Vancouver region

published September 2025

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for the pet-parents

FRIDAY FEATURE

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Forbes

Meet your Coal Harbour Real Estate Expert

Salina Kai

according to Forbes

rennie

Forbes

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FRIDAY FEATURE

light & bright

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the rennie podcast

FEATURING

Greg Zagadi

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vancouver rennie advance

a summary of the latest sales, listings, and price trends in the Vancouver region

sales hit three-year January low

The Vancouver Region recorded the fewest sales in any month in three years in January. Concurrently, the months of inventory metric was at its highest level since September 2012, with all home types in buyers' market territory.

published February 2026

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rennie.group

work with the neighbourhood expert

GET IN TOUCH

rennie

Forbes

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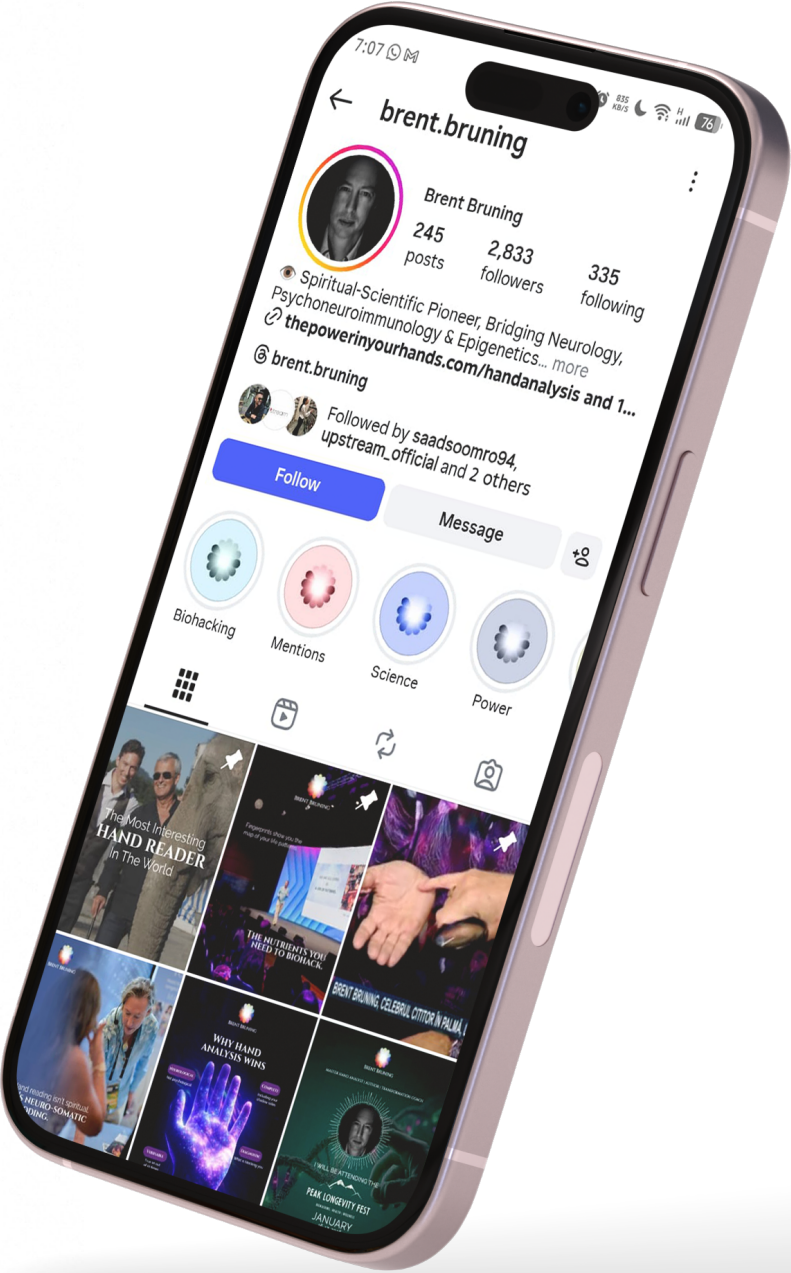
Simmy Sandhu

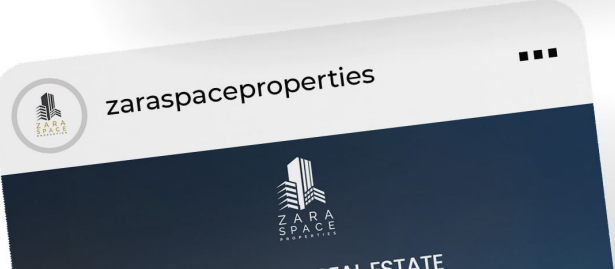
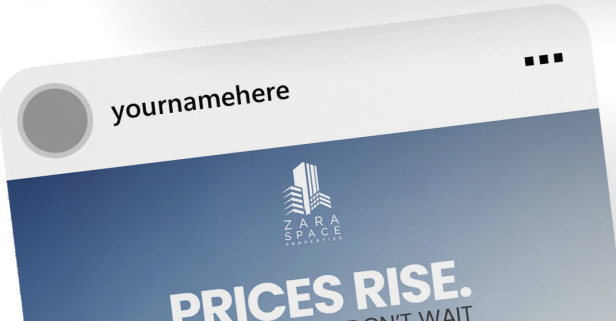
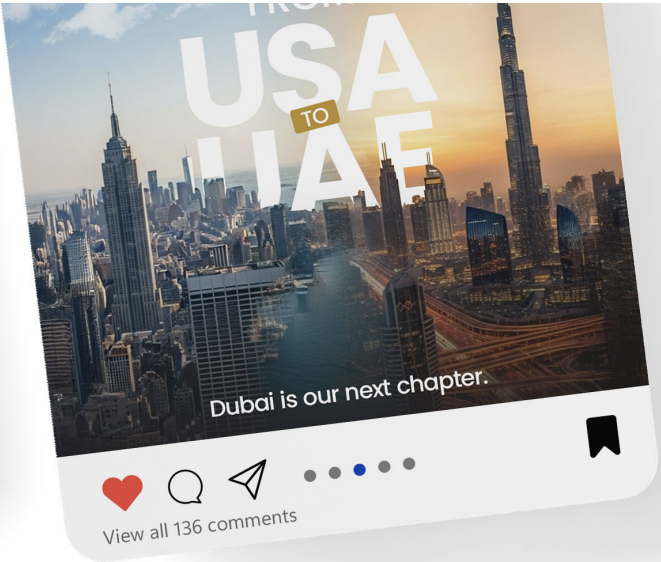
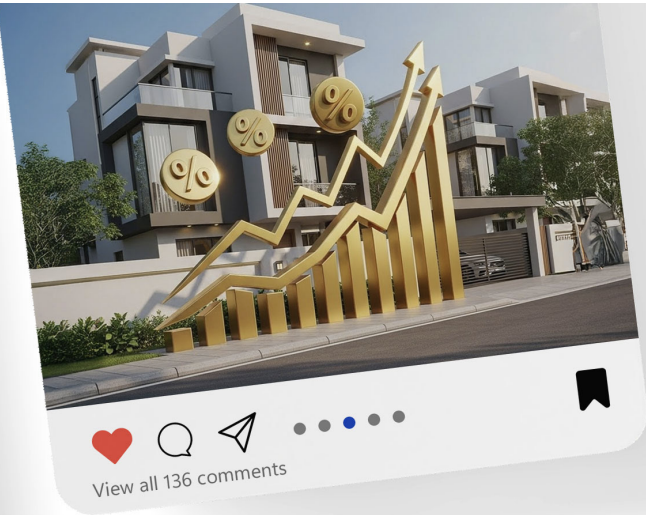
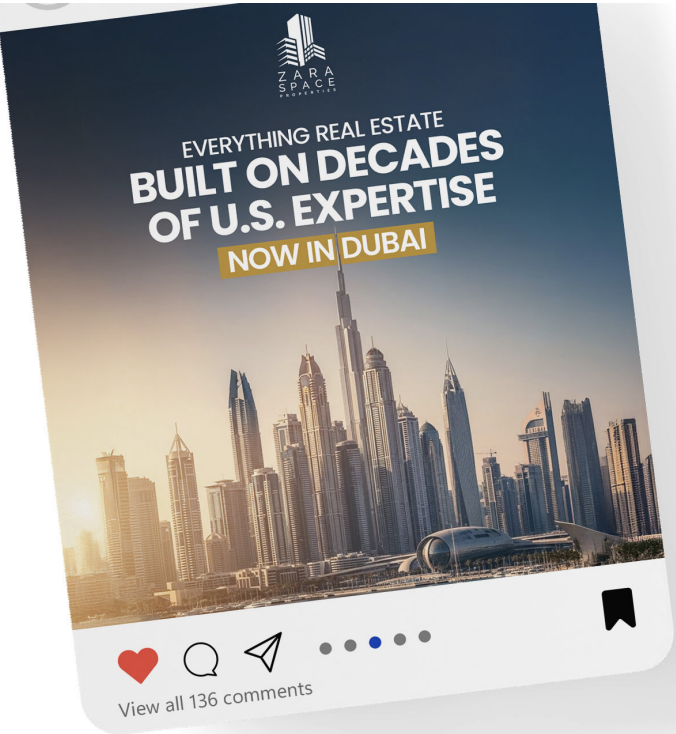
REAL ESTATE ADVISOR | RENNIE

rennie.group

rennie.group

Social Media
Brent Bruning





SPOT & SNAP
CHALLENGE IS BACK!

LUNCHBOX MAIN HONEY DELICIOUS SURPRISES

Take a photo of the Ahmed Foods back to school bus and DM it to us

LUCKY WINNERS WILL GET A SURPRISE FROM US.

Instagram

ahmedfoods

Biwi Humari

726 likes

sagesmask Instagram is a popular photo and video sharing social networking service owned by Meta

#AccelerateAction

AHMED FOODS

It's been a tiring week, ammi...

Biryani

Biryani banayi hai.

AHMED FOODS

BACK TO SCHOOL

SUPER SALE

ENJOY FLAT 10% OFF ON ENTIRE ORDER

USE DISCOUNT CODE : "AF10"

MINIMUM SHOPPING : RS 1499

AUG 31, 2025 - SEP 17, 2025

SHOP.AHMEDFOOD.COM.PK

AHMED FOODS

will be exhibiting at the

3rd Made In Pakistan Exhibition

Dhaka | September 23-27, 2025

Can't wait to see you all there!

DHAKA

AHMED FOODS

THE STAMPS YOU DIDN'T KNOW YOU NEEDED

PANI PURI

AHMED FOODS

CELEBRATING

عالمی کھانے کا دن

SHAMI KABAB

BOMBAY BIRYANI

SHIN & FOOD

AHMED FOODS

Pakistan is the proud host of the

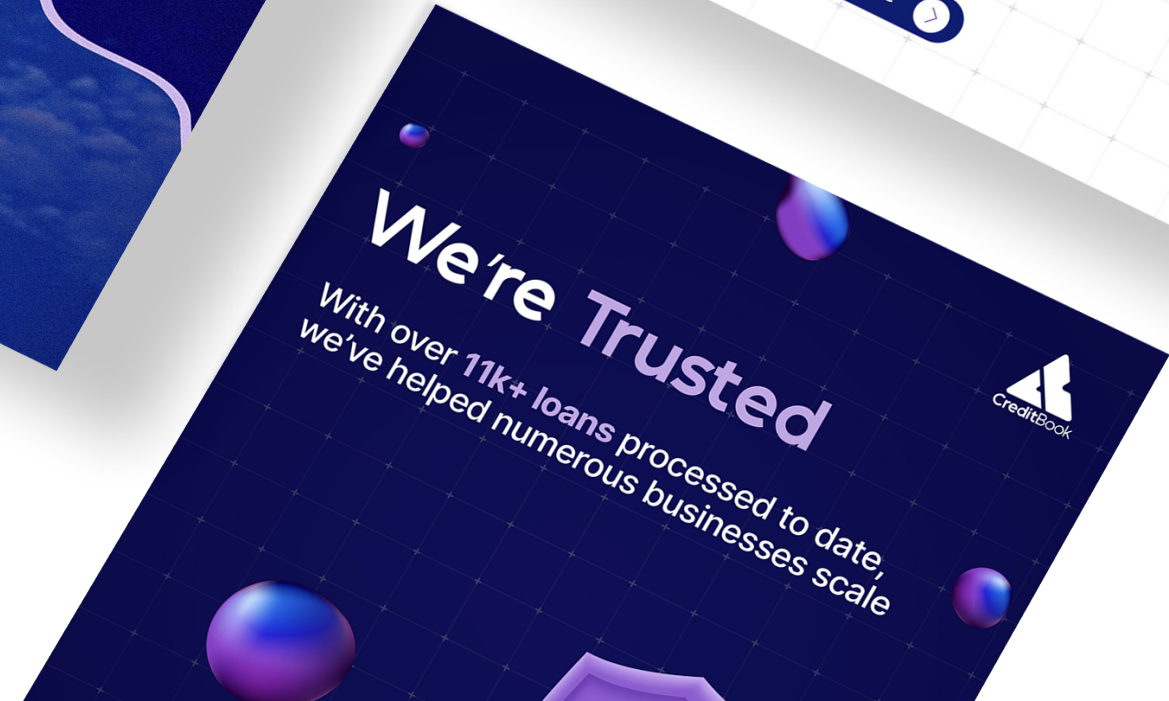
3rd International Agriculture Exhibition

Can't wait to welcome you all there!

FOOD

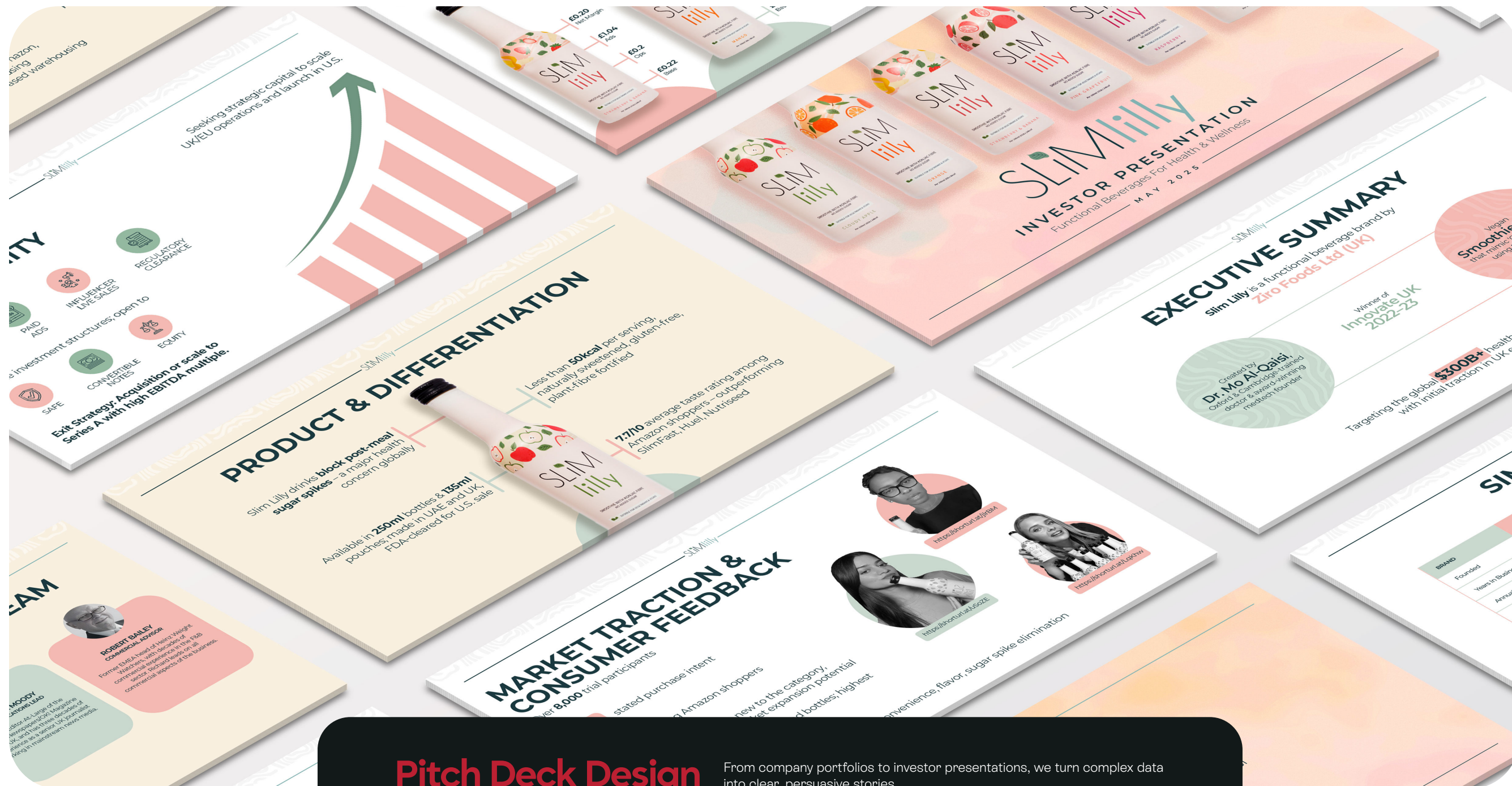


Social Media
Credit Book



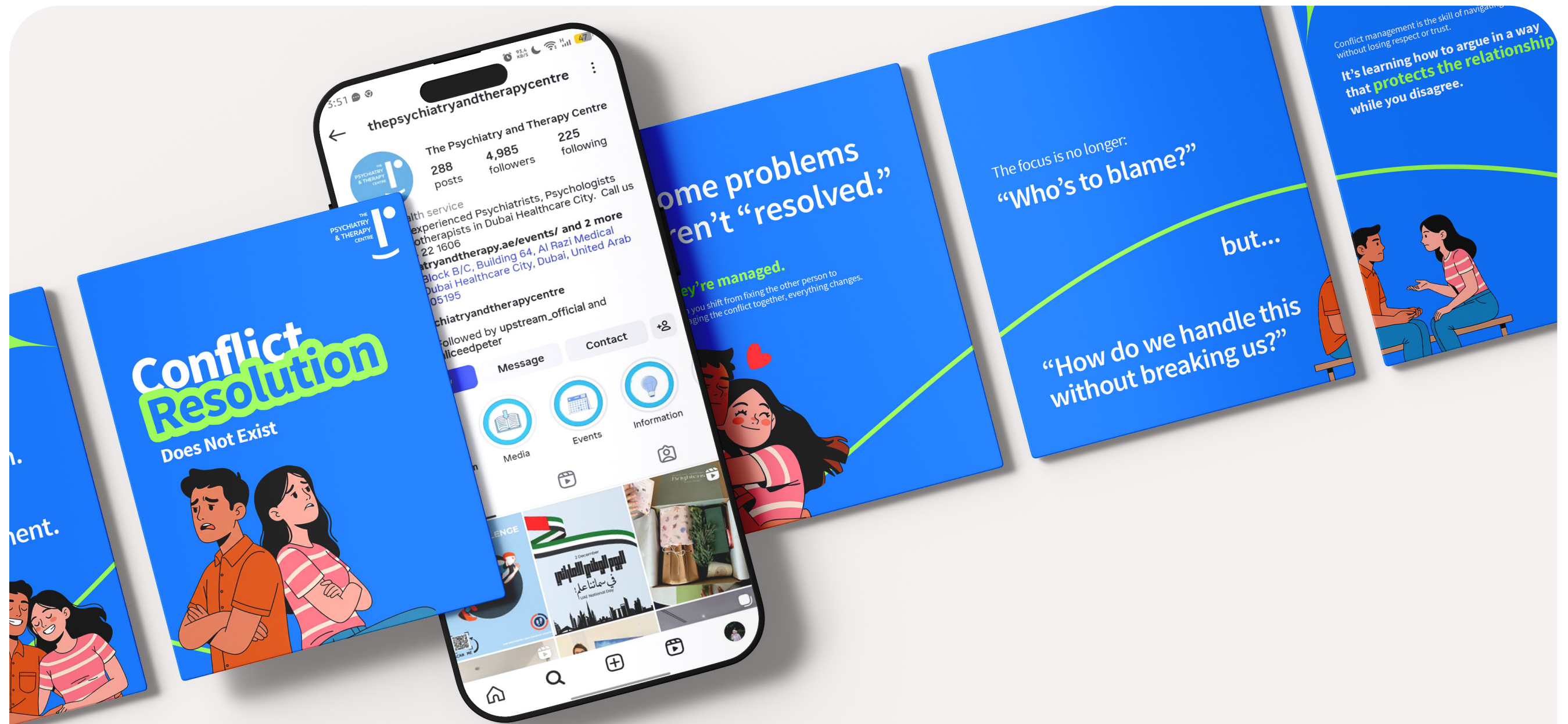
Social Media
Hankers





Pitch Deck Design

From company portfolios to investor presentations, we turn complex data into clear, persuasive stories.



Seamless
Carousel Design

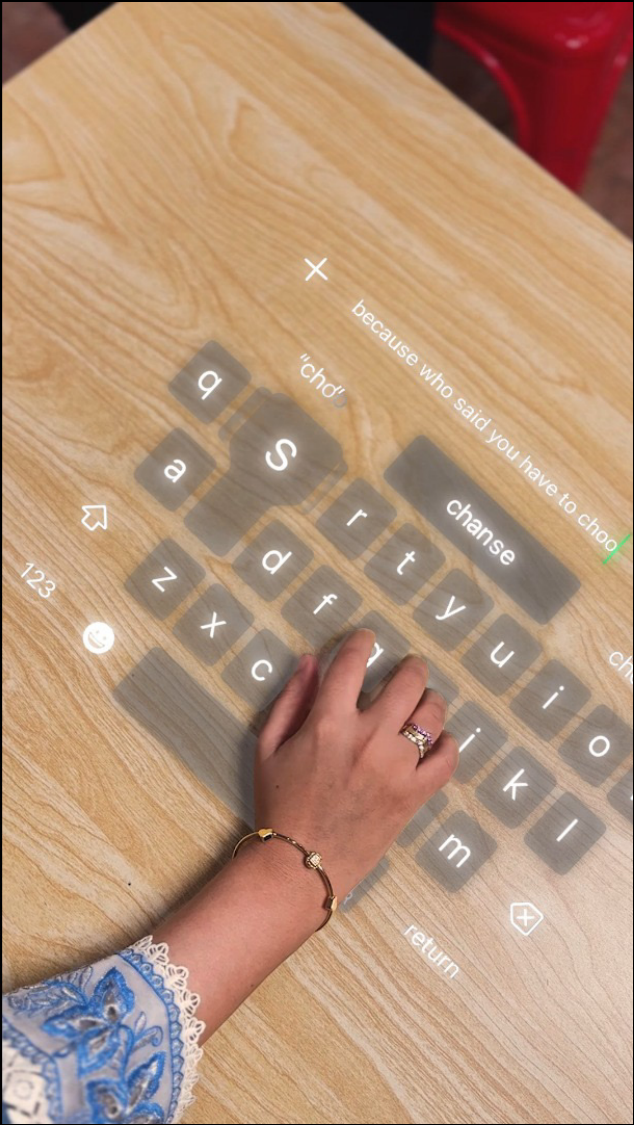


Flow naturally from one slide to the next, keeping visual continuity and narrative clarity at the forefront.

Reels



Reels



Reels



Reels



Animation



Editing



UI-UX

Apps/Websites



CARE IN YOUR HANDS

PEACE IN YOUR HEART

With 24/7 health monitoring, instant emergency response, and a complete connected care ecosystem, Itmenan keeps you and your loved ones safe — and you in control.

[GET STARTED](#)

BRINGING OUT THE BEST IN PEOPLE AND WORKPLACES



"I didn't feel capable of doing it.
But I made it. Thank you, Anna!"



James L.
VP Operations,
Media Group

Biohacking Hand Analysis

YOUR HANDS HOLD THE KEY TO LONGEVITY

Introducing the world's first Biohacking Hand Analysis — where advanced regenerative science meets your unique fingerprint map to reveal what's accelerating or blocking your growth.

[Book A Biohacking Hand Analysis >](#)

Mindvalley

HOLOLIFE
— SUMMIT —

Dave Asprey
BIOHACKING
CONFERENCE
MAY 28 - 30, 2025 | AUSTIN, TX

Your Partner In Seamless Global Market Entry

Expanding into the Nordics, Germany, Singapore, Vietnam, South Korea, or Japan? 2GlobalMarkets is your trusted partner for successful market entry.

We specialize in connecting businesses with the right people and opportunities in these regions and beyond.

[LEARN MORE](#)

B2B
Connections



Legal and
Regulatory Service



Market Research
and Insights



Sales and
Distribution Support

We deliver the ideal

The finest materials combined with traditional manufacturing skills make for the perfect look

[Sanitary Collection →](#)

Push Marketing
(Performance, Buying)



Turning Campaigns Into Currents

Every platform demands investment to earn credibility. We steer budgets with precision, turning minimal spend into measurable sales.

PKR
12,462,101

Ads Spend Under Management

PKR
69,533,967

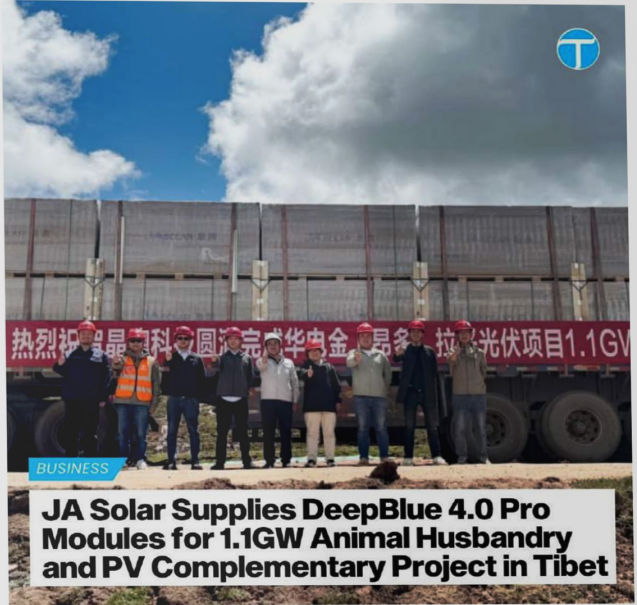
Trackable Revenue





Pull Marketing (Influencers, KOLs, Publications, Podcasts)

The digital rule of thumb is: 30% of your talkability should come from you and 70% should come from third-party platforms including micro and macro influencers, key opinion leaders and publications. When merged with performance (push) marketing, such engagements drive even better results and visibility.



BUSINESS

JA Solar Supplies DeepBlue 4.0 Pro Modules for 1.1GW Animal Husbandry and PV Complementary Project in Tibet

THE EXPRESS
TRIBUNE
TODAY'S PAPER | NOVEMBER 20, 2024 | E-PAPER

HOME LATEST PAKISTAN WORLD SPORTS ENTERTAINMENT BUSINESS OPINION LIFE & STYLE T-MAGAZINE T EDIT BLOGS TECH VIDEOS FOOD CARTOON

JA Solar, a global leader in the PV industry, has successfully supplied 1.1GW n-type DeepBlue 4.0 Pro modules for two animal husbandry and PV complementary projects located in Angduo Township, Mangkang County, and Gongjue Township, Latuo County in Tibet Autonomous Region.

Despite the high altitude and remote location of the projects, JA Solar completed the supply one month ahead of schedule.

Of the two projects, the one in Angduo Township, Mangkang County, is believed to be the largest animal husbandry and PV complementary project under construction in the world.

The *JA Solar* DeepBlue 4.0 Pro modules were selected for the project due to their outstanding reliability.

<https://tribune.com.pk/story/2505236/1>

DAWN

THE EXPRESS
TRIBUNE
WITH THE International New York Times

BUSINESS
RECORDER
Founded by M.A. Zuberi

Campaign in the

Spotlight

Diabetes Awareness Campaign

by



Doctor Obesity Clinic
FIGHTING DIABETES

Timely pull, impactful push.

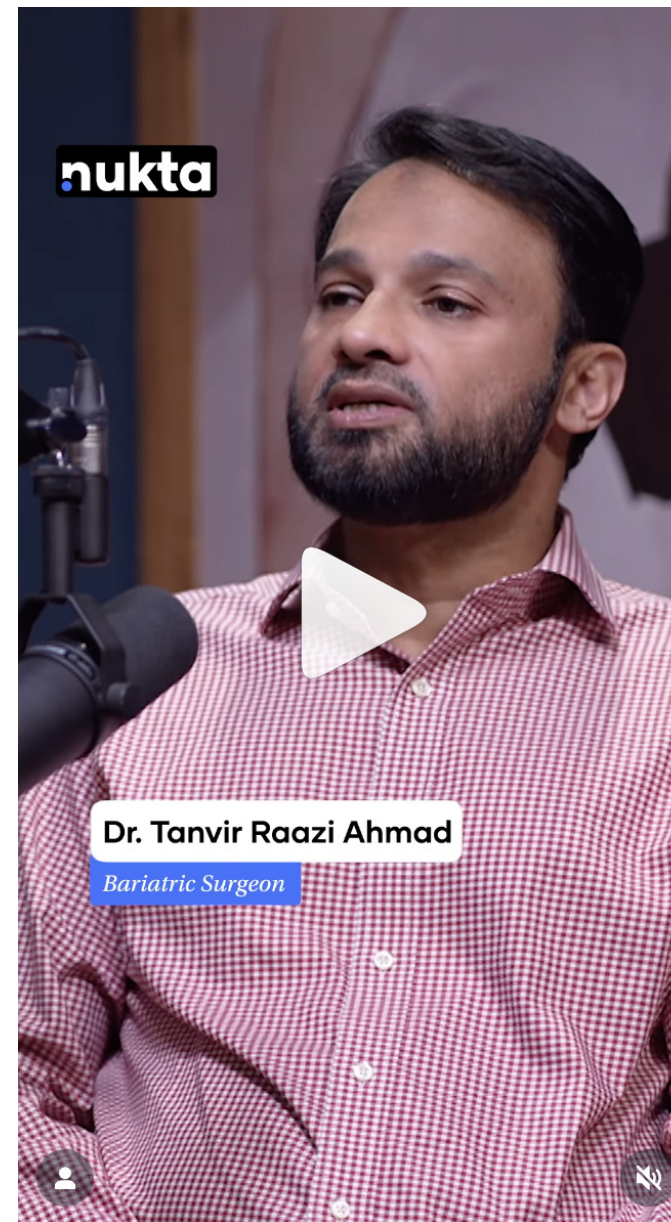
For Diabetes Awareness Month 2025, we crafted and executed an integrated marketing communications (IMC) campaign with Doctor Obesity Clinic that combined expert insights, engaging storytelling and strategic amplification. Dr. Tanvir Raazi Ahmad appeared on third-party platforms like Nukta and joined a podcast with key opinion leader Junaid Akram, supported by compelling reels and shareable content.

1M+

Reach Across Platforms

1.7M+

Views Across Platforms



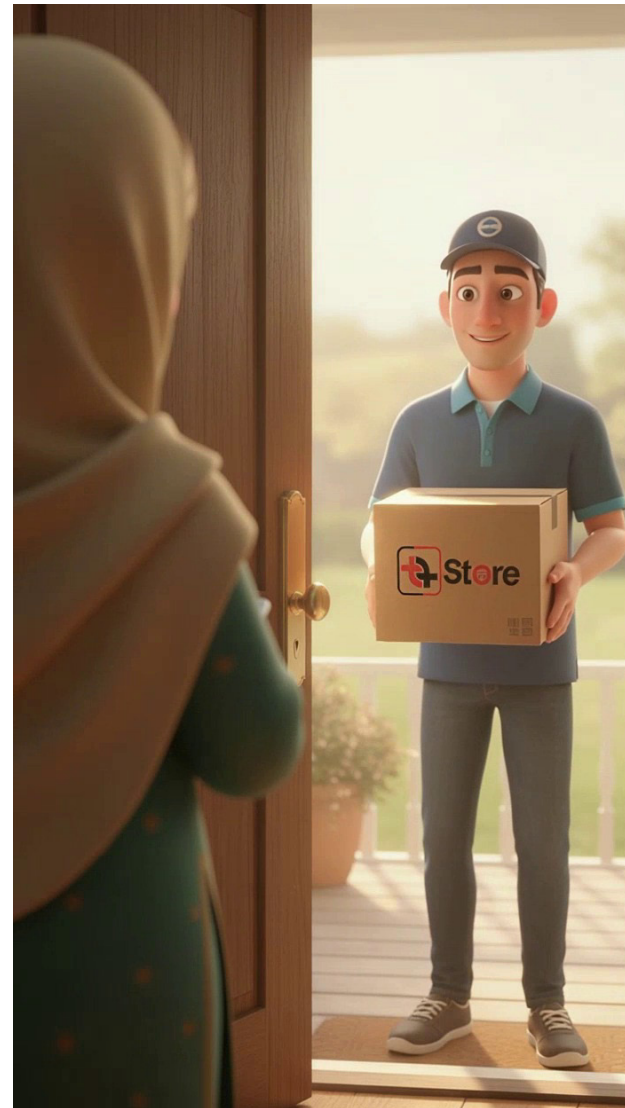
Photography





AI Video Production

Frames to motion. The process begins in the mind and comes to life with the right kind of prompting. Then come frame generations for storyboarding before the final magic happens on the editing/animation timeline. Multiple tools, one purpose: pushing the boundaries of content creation.



 Midjourney



ChatGPT



Gemini



envato

 Veo 3



AI Image Production

Working smarter, faster. We're diving deeper into the AI realm, creating imaginary worlds for brands they resonate with and enhancing products to fit the lifestyles of their target audiences.



ChatGPT

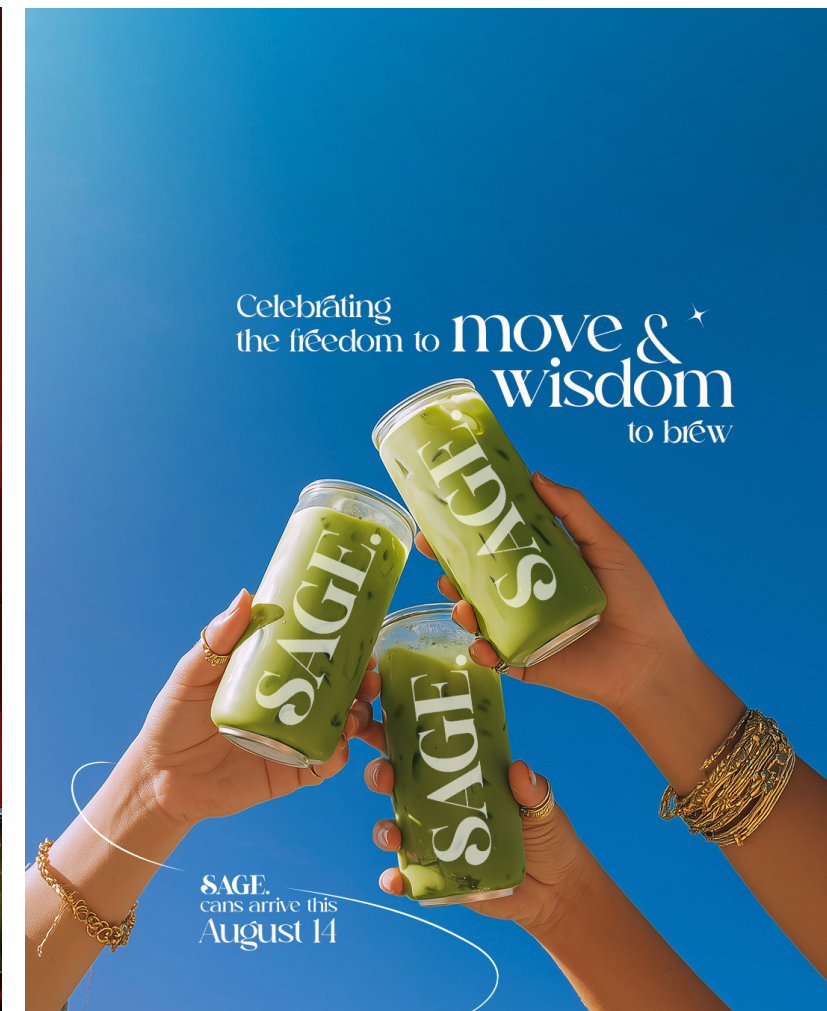


Gemini



Midjourney

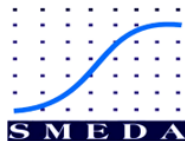
OpenAI
SORA



Our Clients

Service/Tech

From fintech to edtech, logistics to healthtech, traveltech to order management, local startups, international players, software that moves business forward.



Lifestyle

Apparel, footwear, eastern wear, hygiene, salons, spas, furniture, aligners, brands that touch daily life, premium to mass.



Food & Beverages

Local cafés to food solutions exporters, coffee and donut shops, restaurants, feeding both business and culture.



Healthcare

Branding, Packaging Design, Marketing,
Digital Marketing, Exhibition Stands, POS.
Yes, when it comes to creative we do it all.

NAYAJEEVAN



Maxcare®

doctHERS®



Solar

Global giants and local powerhouses like JA Solar, MMG, EJ Solar, Emerging Green Solutions, energizing Pakistan's future.



Real Estate

From Vancouver's rennie to UAE-expanding Zara Spaces and local agencies like Level 3, we help spaces scale and shine.



Personal Branding & Entrepreneurs

Leaders and coaches across continents:
Daryl Seager, Rory O Keefe, Brent, Anna
Lougari, Furqan Khan, crafting voices that
matter.



Upstream

S T U D I O S

A vertical born in the waves
to help ideas find their current.



Ready. Set. Record.

Podcasts | Product Shoots | Reels

Marium Jamal **Junaid Akram**

Mystapaki

Masarrat Misbah

Dr. Bashir Hanif

Marium Jamal

Shireen Naqvi **Jehan Ara**
& Nadeem Shaikh

Vladimira Breistenska

Rafiq Khan **Dr. Tanvir Raazi Ahmad**

Maha Shahzad

Azima Dhanjee Shahzad Qureshi

Haris Khan

Shahzaib Khan

Sara Saeed & Dr. Iffat Zafar

#VIRAL

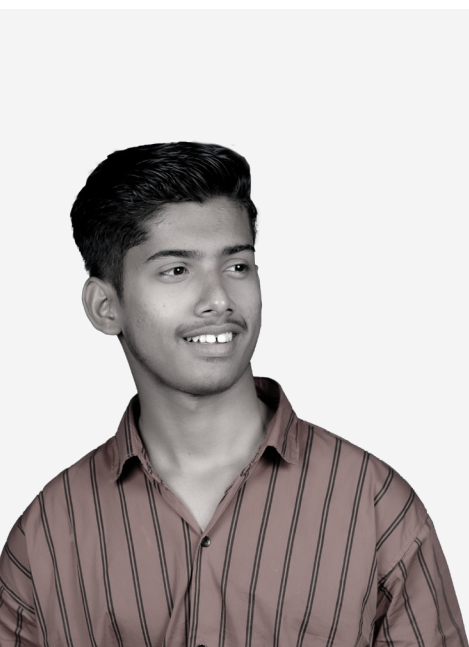


To the path ahead & the waves behind

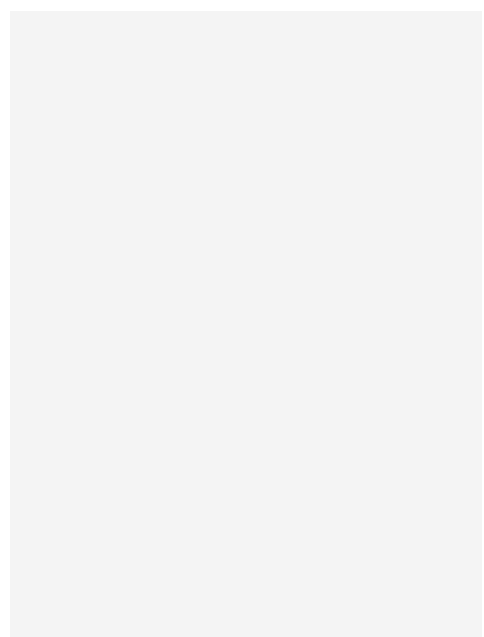
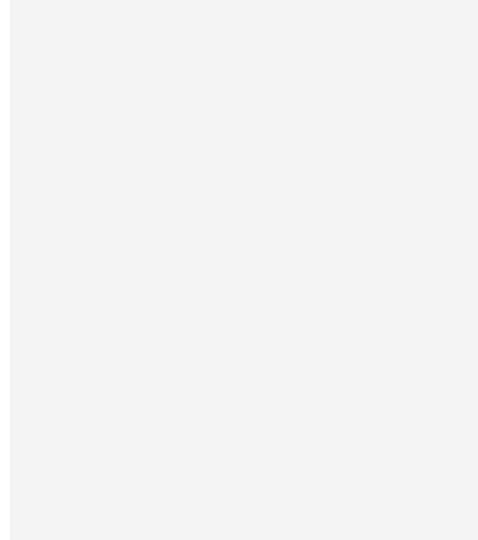
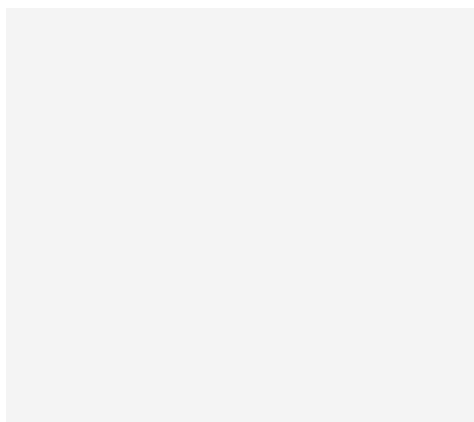
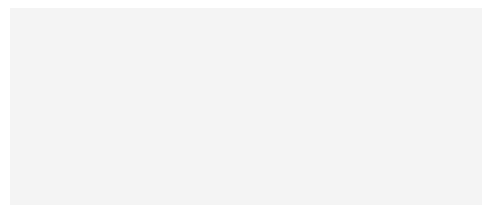
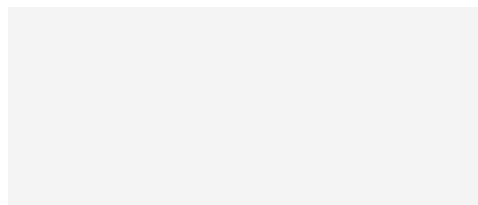
Four years ago, **two friends took a leap**, unsure of the current but certain of their direction. They swam, experimenting, learning, unlearning, and built a way of moving differently.

Today, that current carries us further: new stories, new brands, new tides to navigate. The journey continues, and we're ready to chart it.





Creators of **Bold** Currents



Our Navigators

**Saad Yousuf
Soomro**

16+ years
in the ad market

**Anchor
& Sail**

**Alice Peter
Bhagtaney**

Strategy & Soul

🔍 Your next big idea duo



Get in touch.

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✉ info@upstreamofficial.com

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