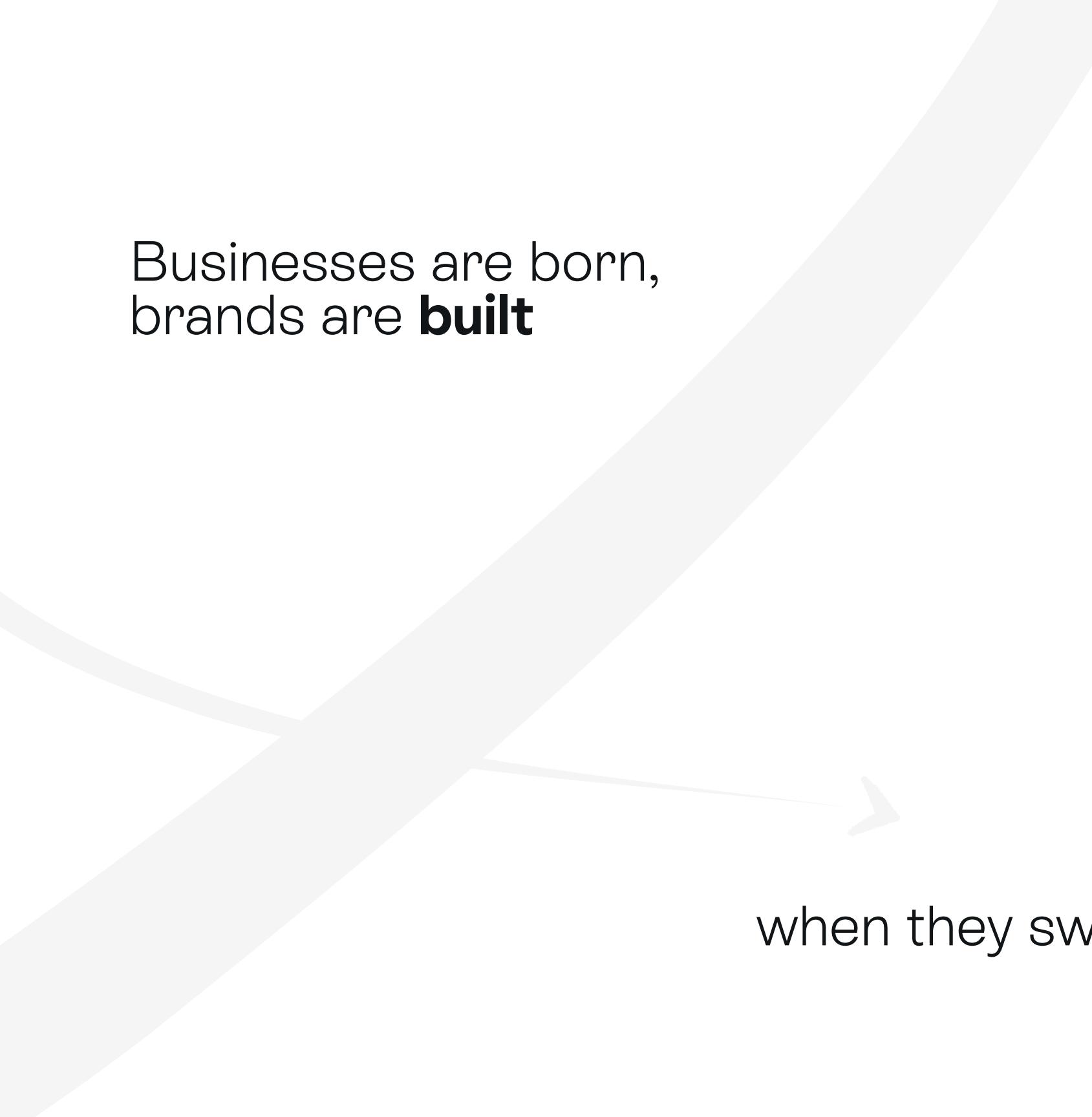




Agency Credentials

Businesses are born,
brands are **built**



when they swim against the *flow*



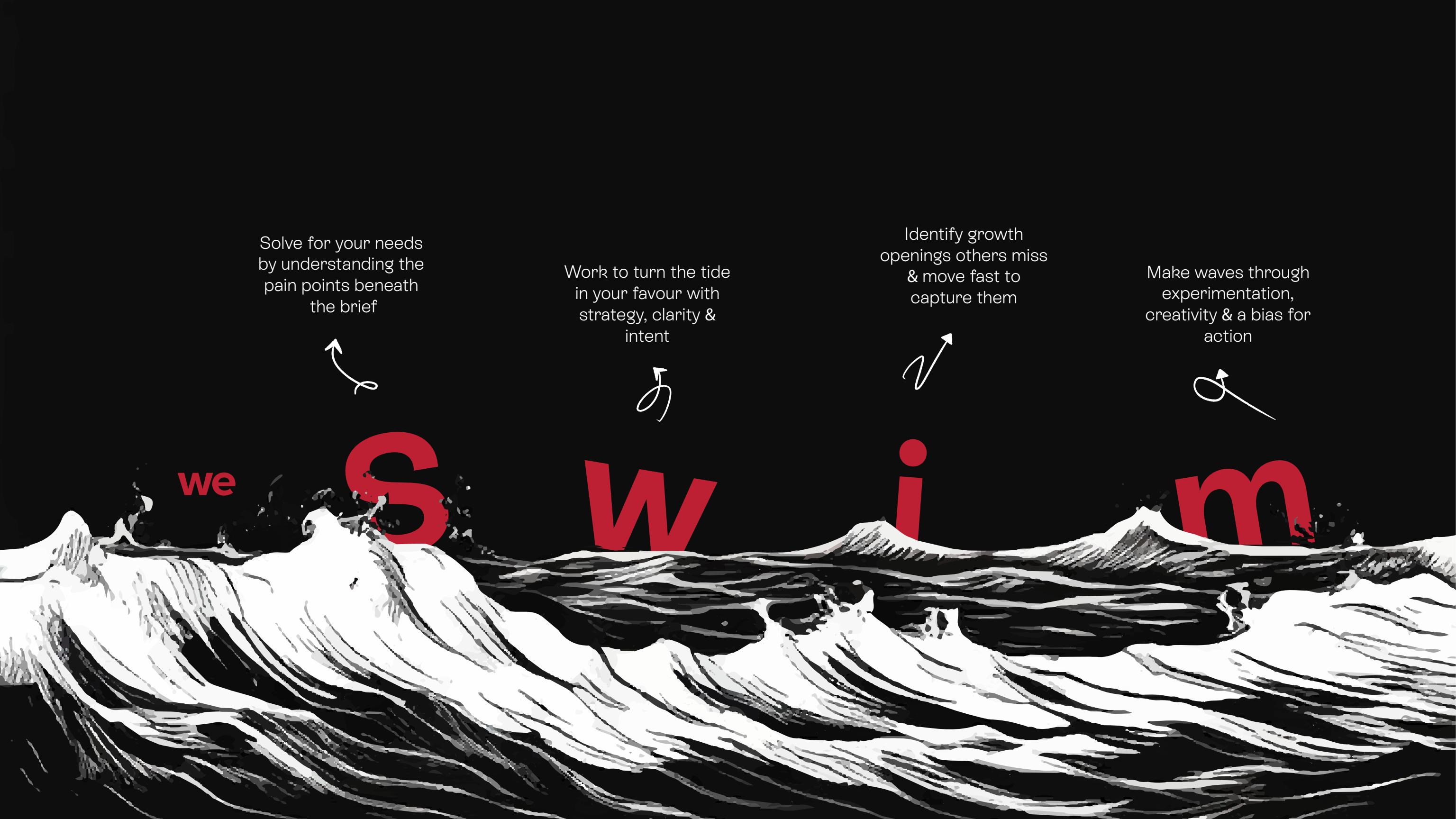
In the **business**

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.



we

s w i m

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

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



4 years



4 years



4 years



2 years



2 years



5 years



4 years



4 years



4 years



5 years



4 years



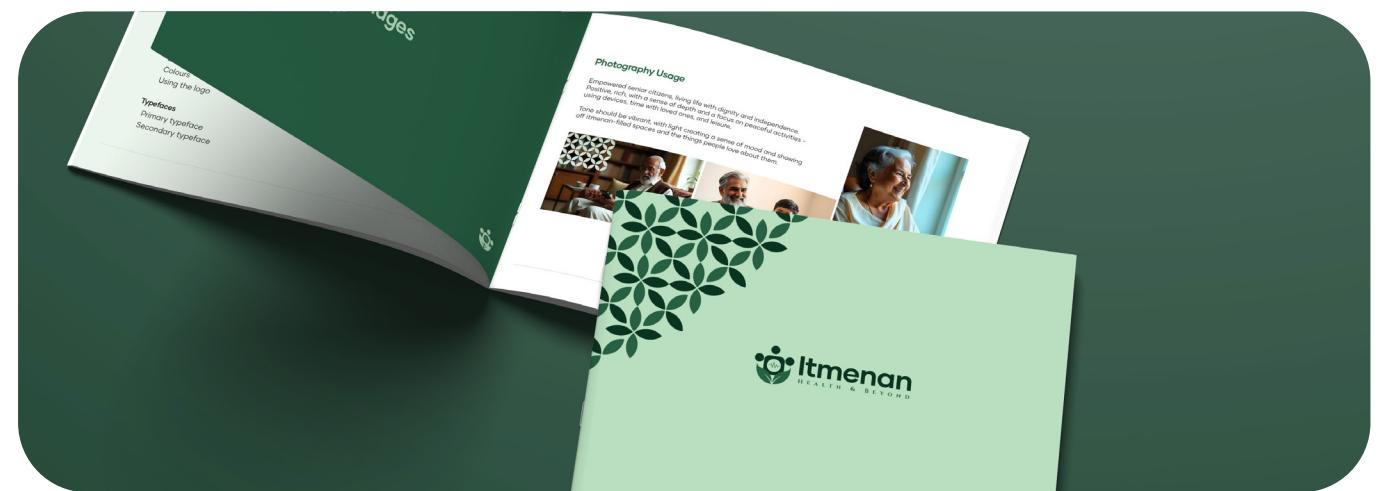
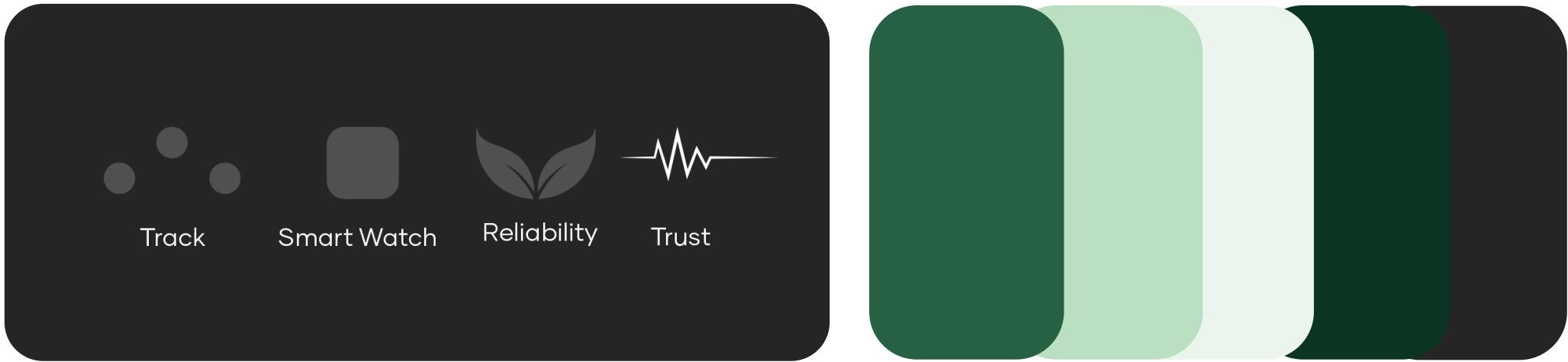
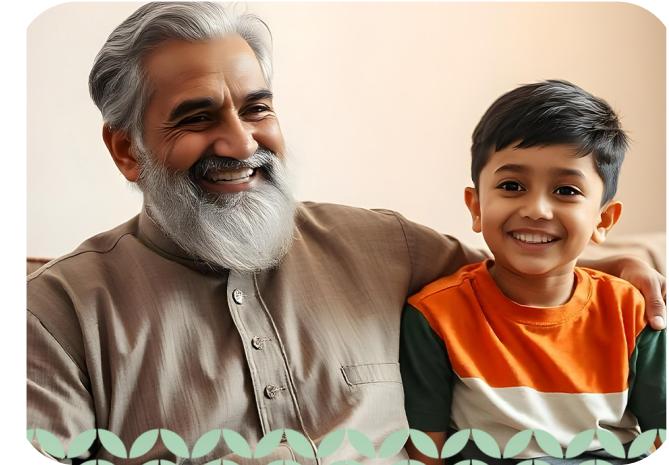
4 years

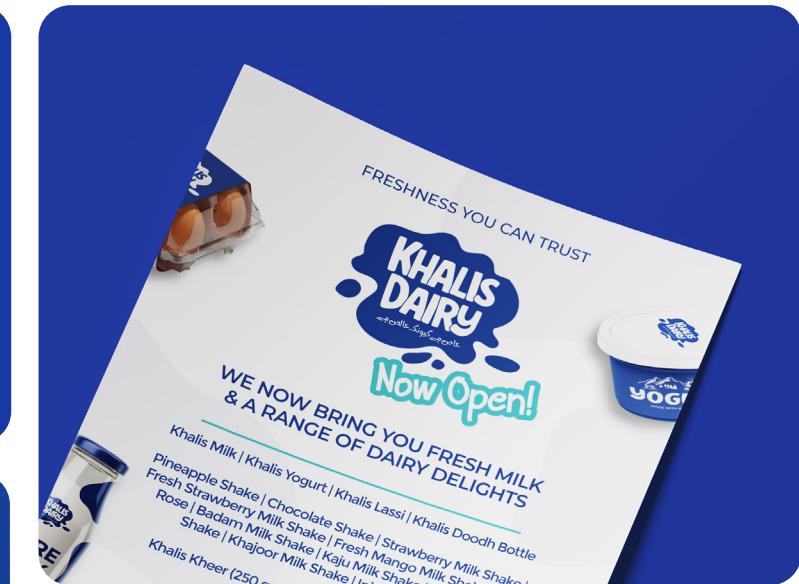


Logofolio



Branding



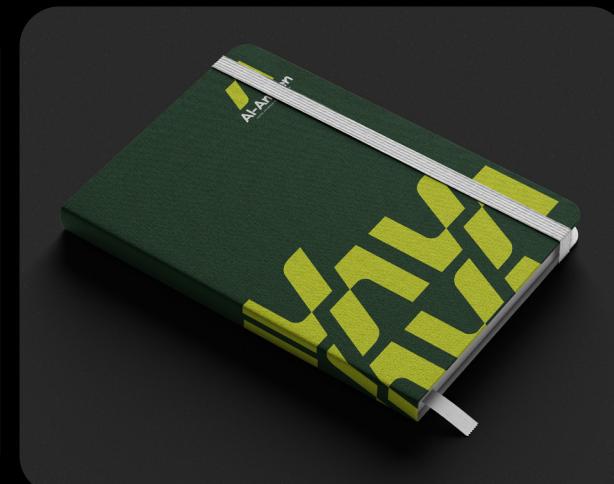
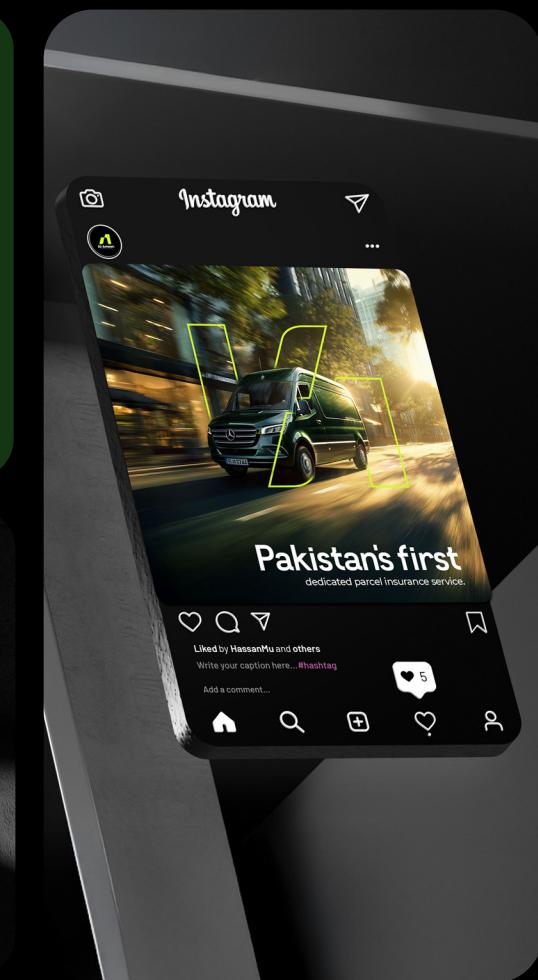


#214292

#eaedf2

#97bdf7

#fcfbef







POS Packaging Design

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



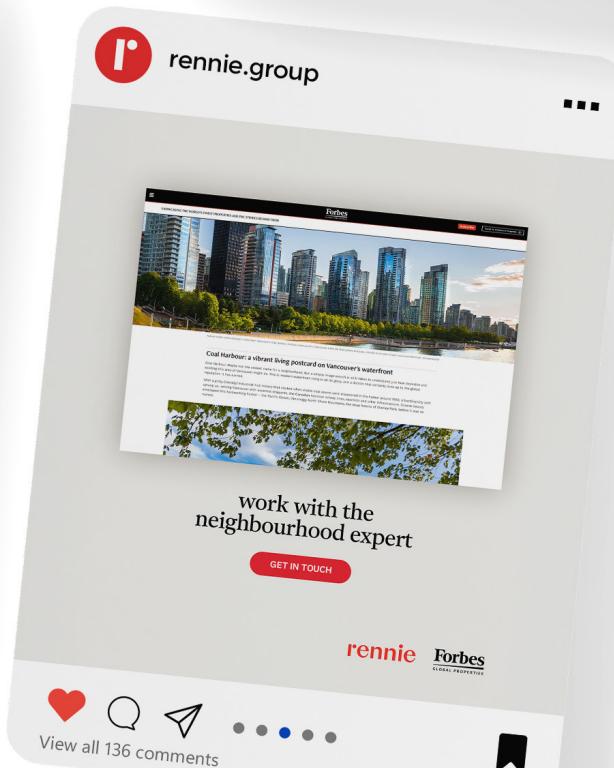
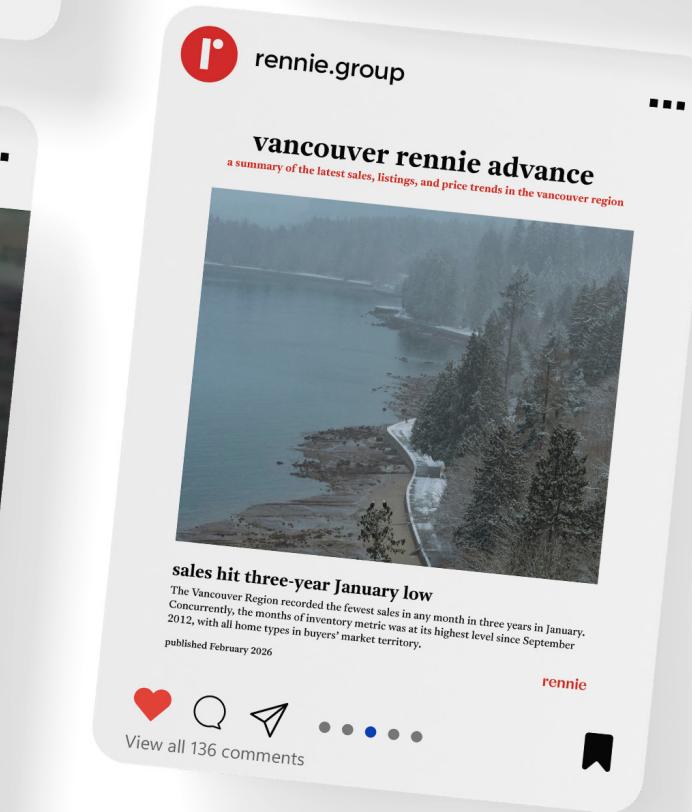
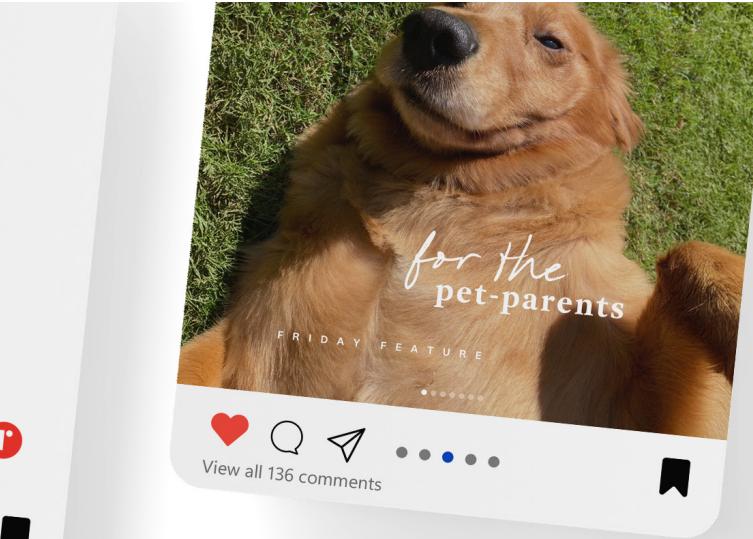
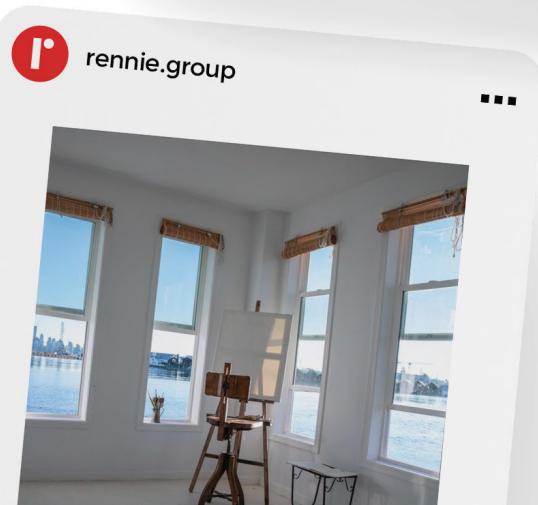
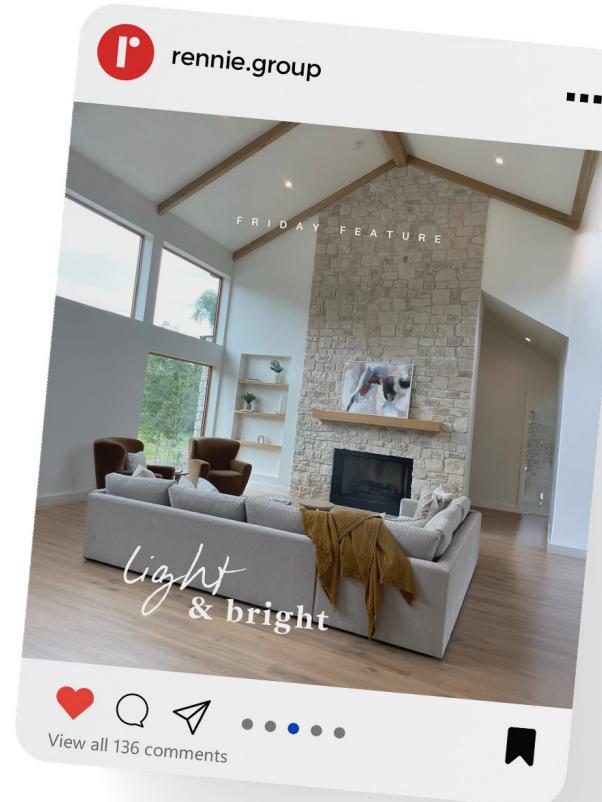
OOH





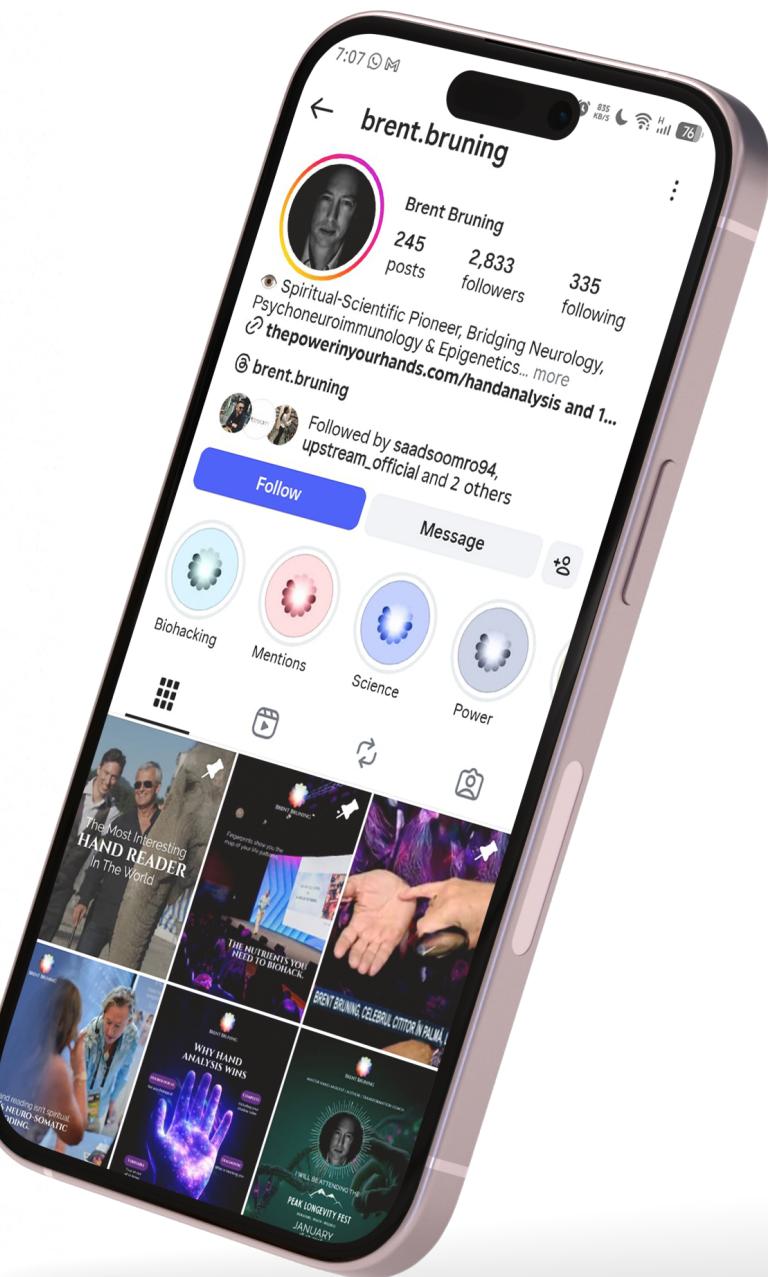
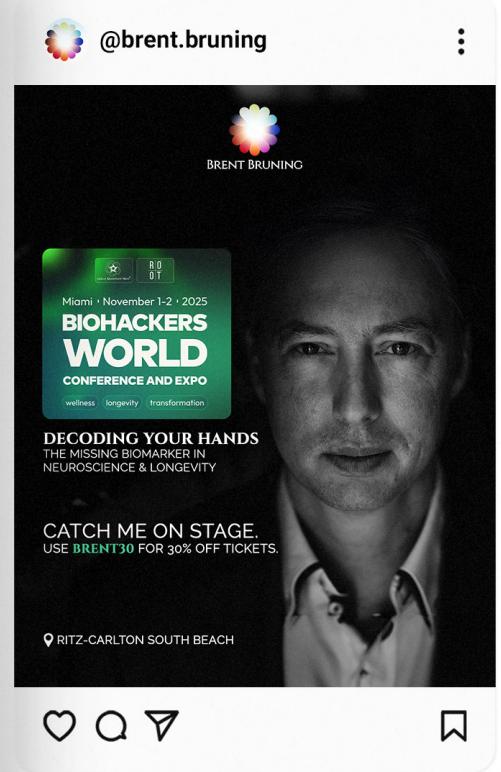
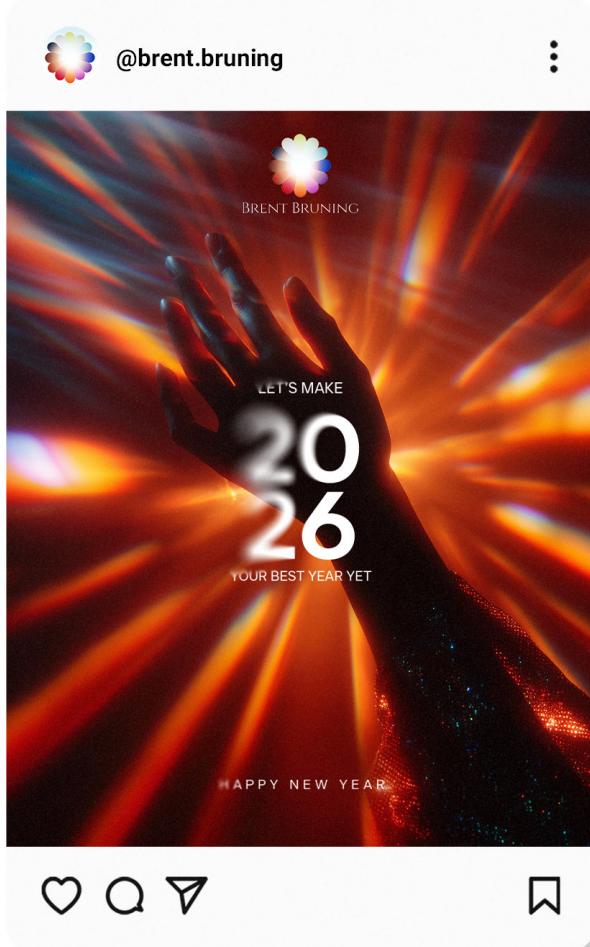
Social Media Sage



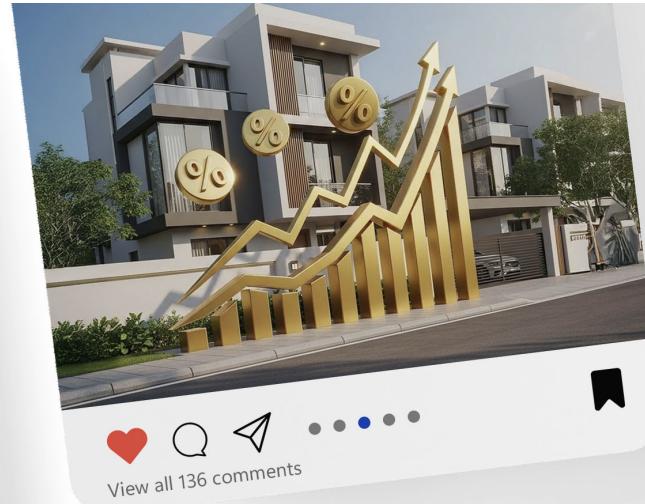
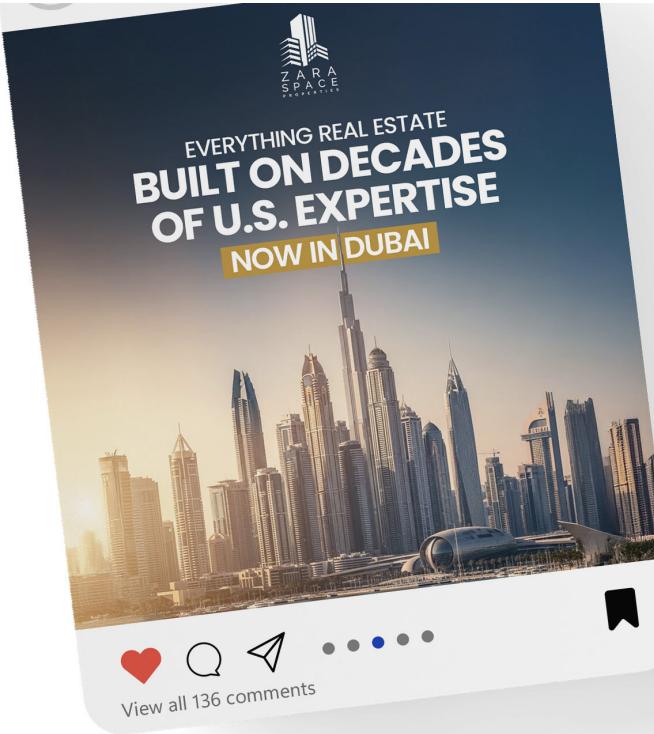


Social Media

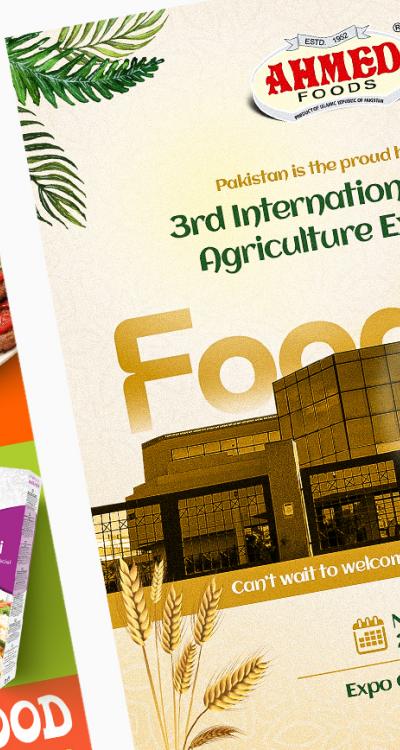
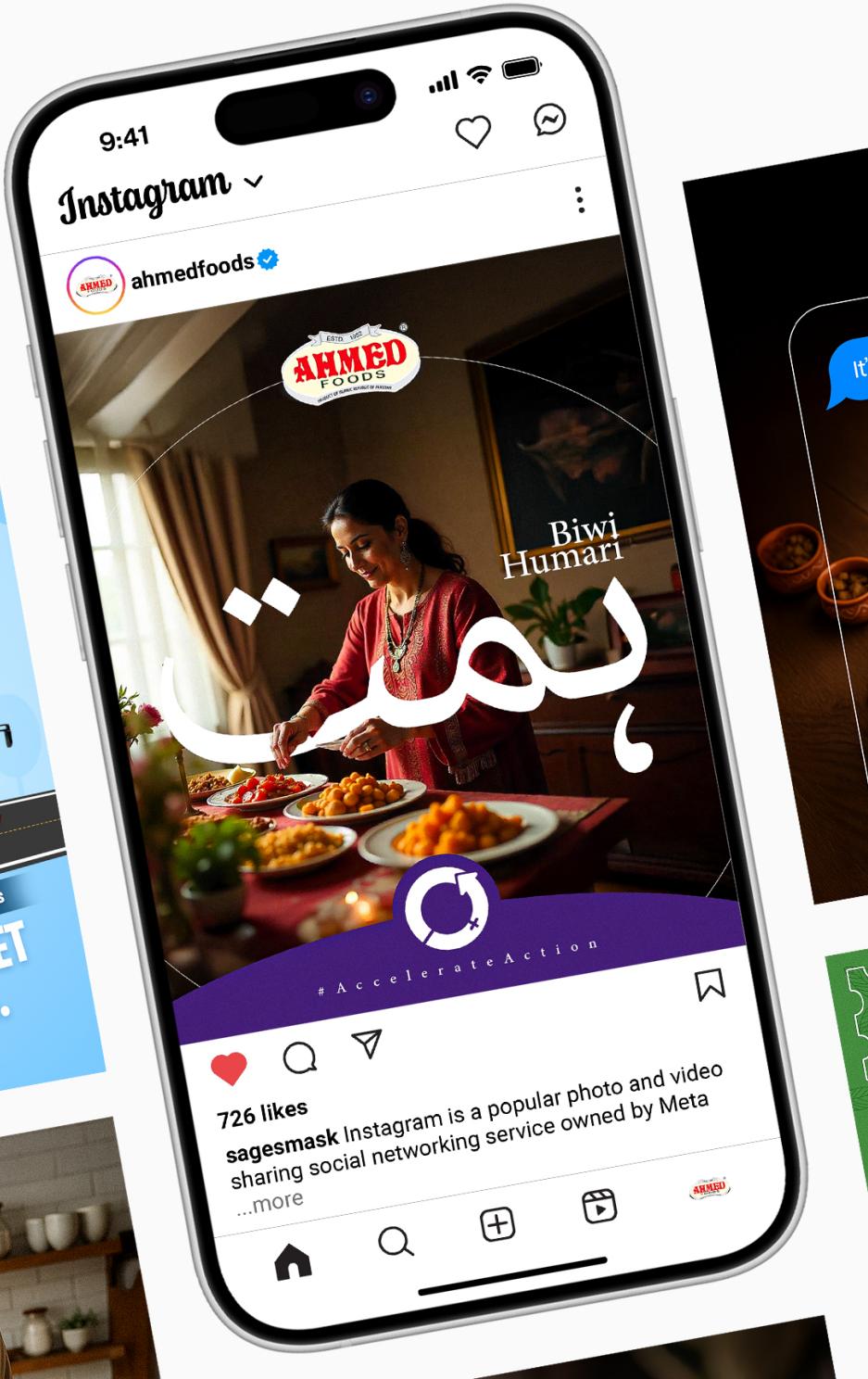
Brent Bruning



Social Media
Zara Spaces

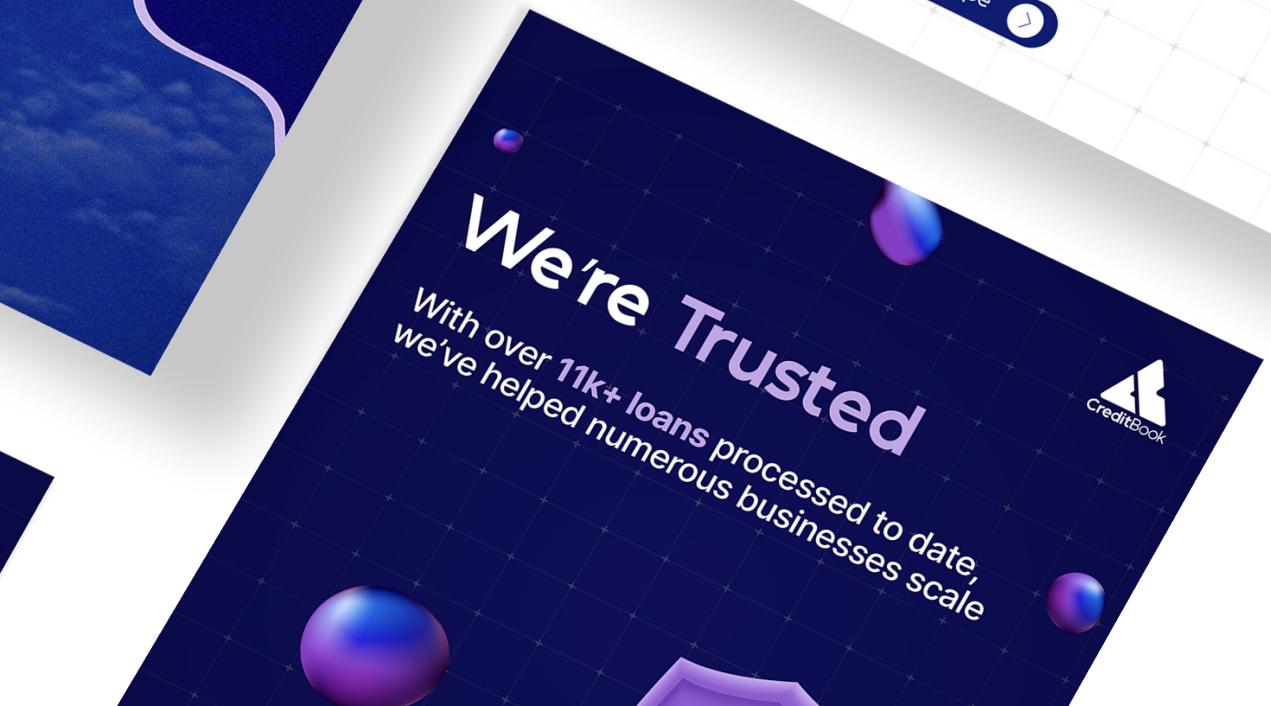
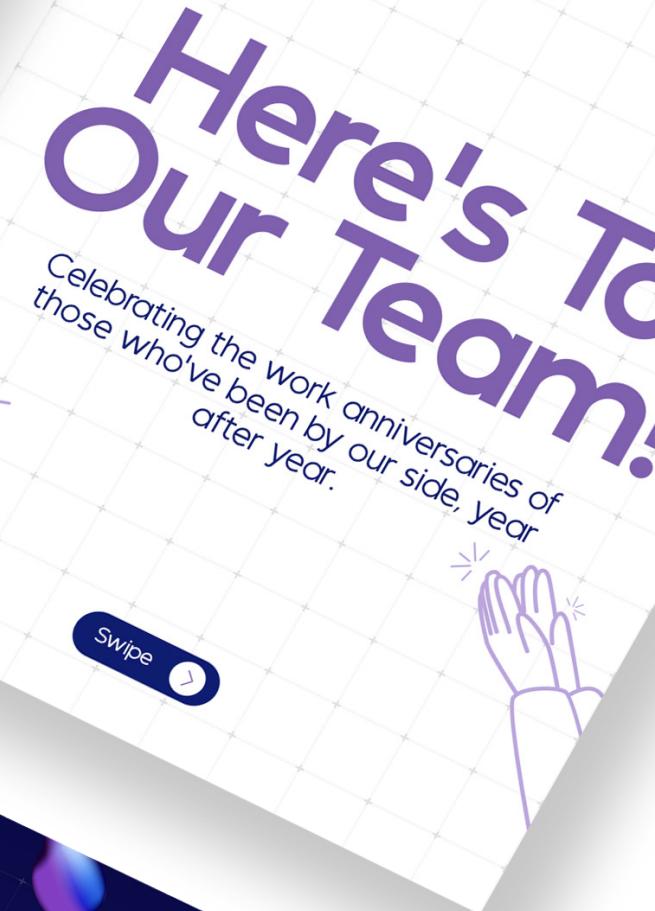


Social Media
Ahmed Foods

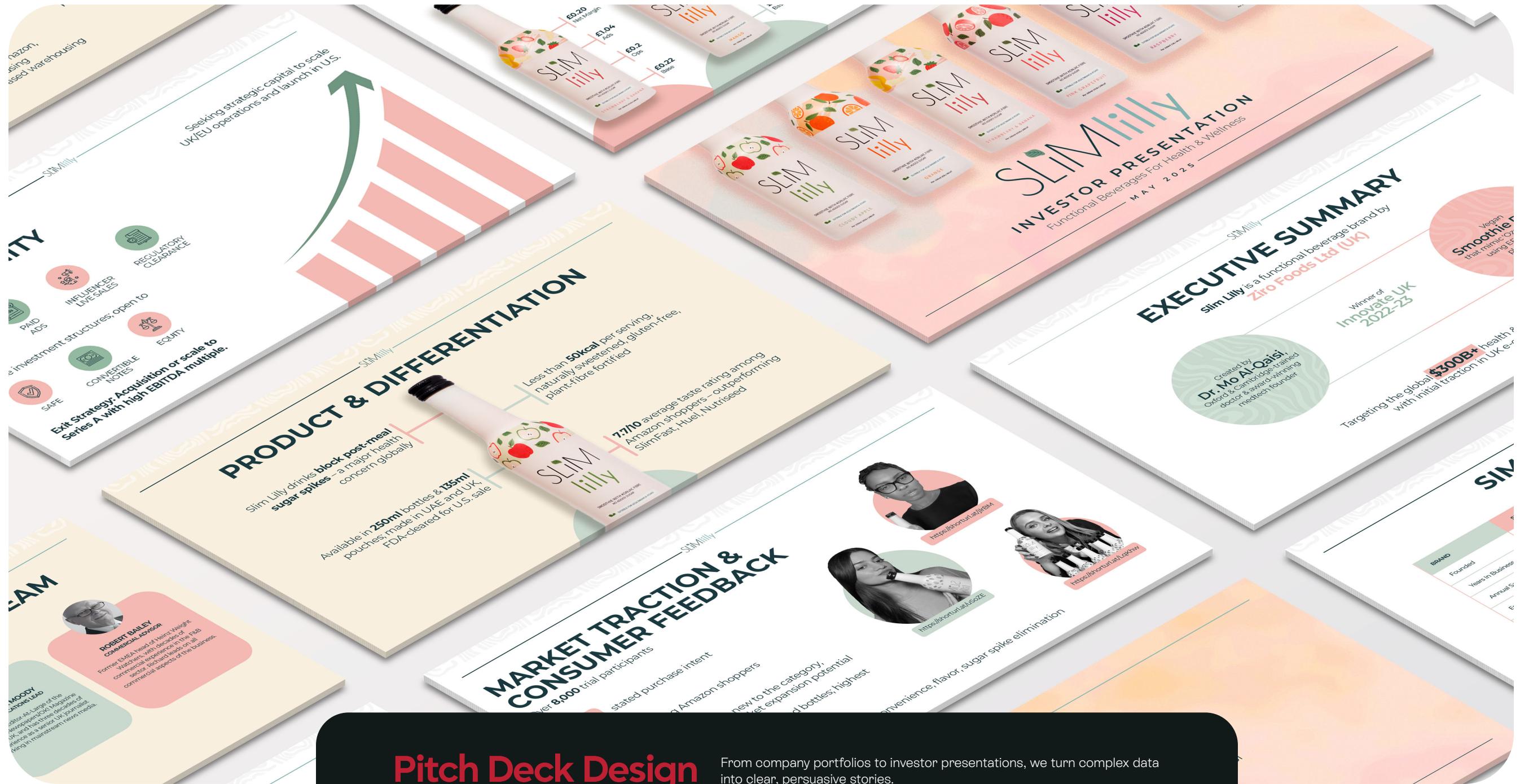




Social Media
Credit Book

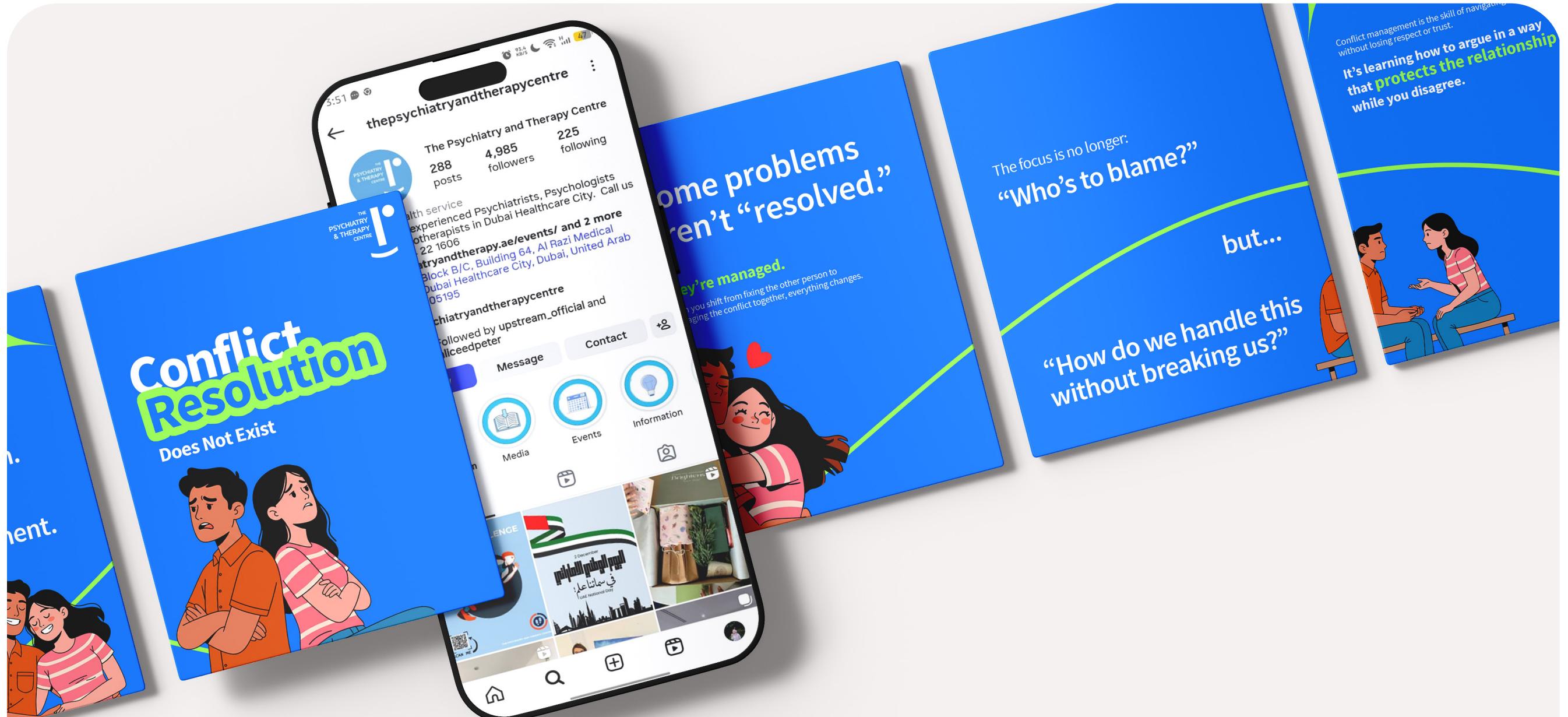






Pitch Deck Design

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



Seamless Carousel Design

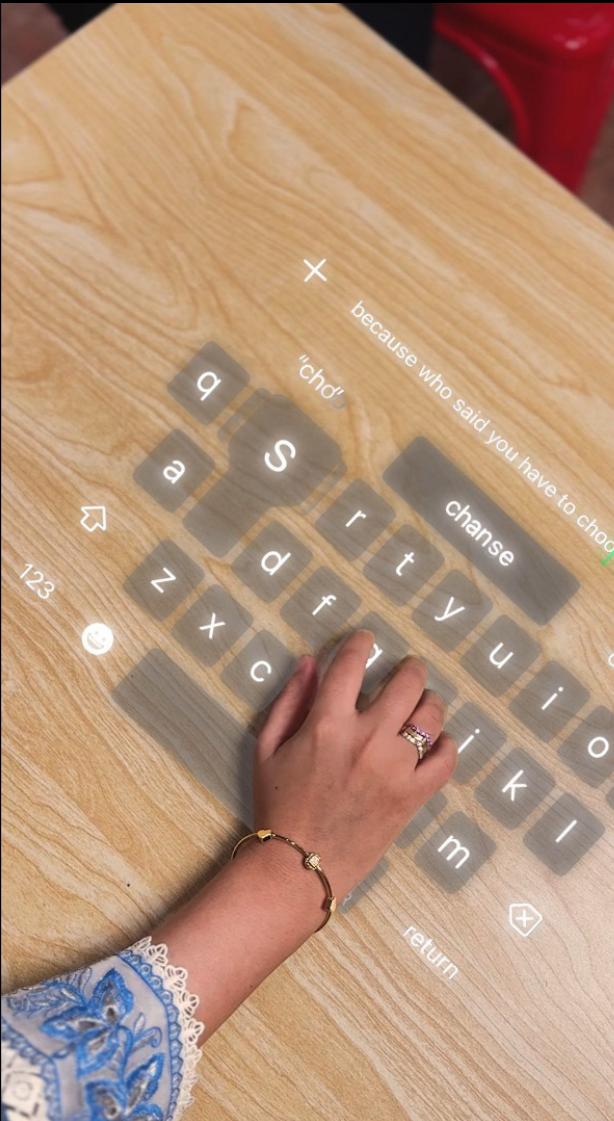


Flow naturally from one slide to the next, keeping visual continuity and narrative clarity at the forefront.

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 AND IN PEOPLE WORKPLACES



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



James L.
VP Operations,
Media Group



BRENT BRUNING
WWW.THEPOWERINYOURHANDS.COM

The Journey

The Partners

The Master Analyst

The Science

The Book

Contact Us >

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.

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BIOHACKING
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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.

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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

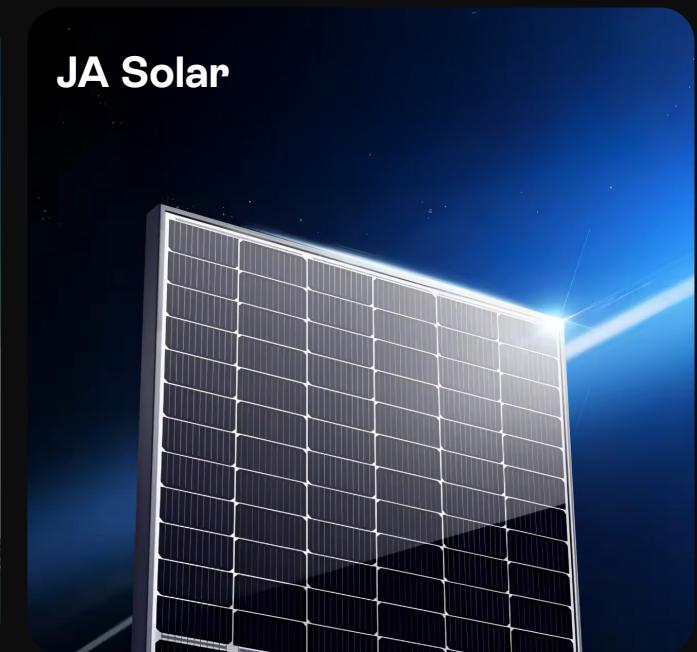
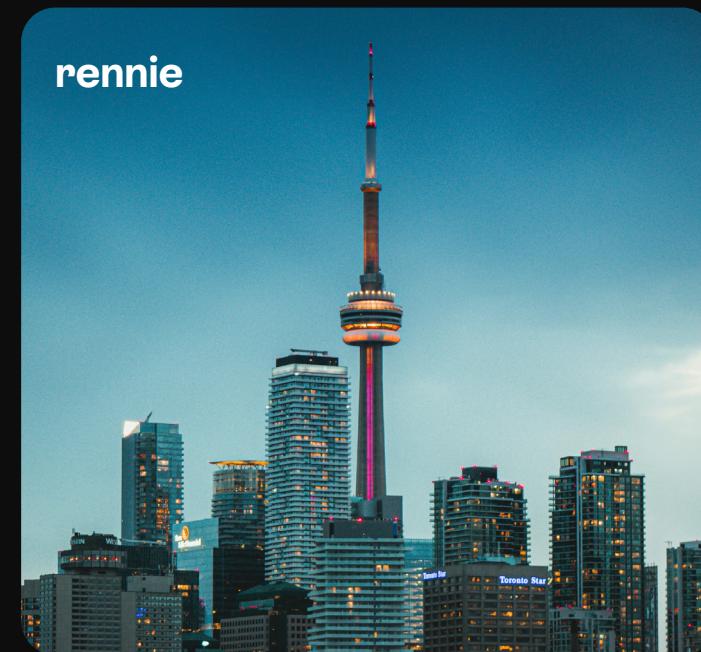
Every platform demands investment to earn credibility. We steer budgets with precision, turning minimal spend into measurable sales.

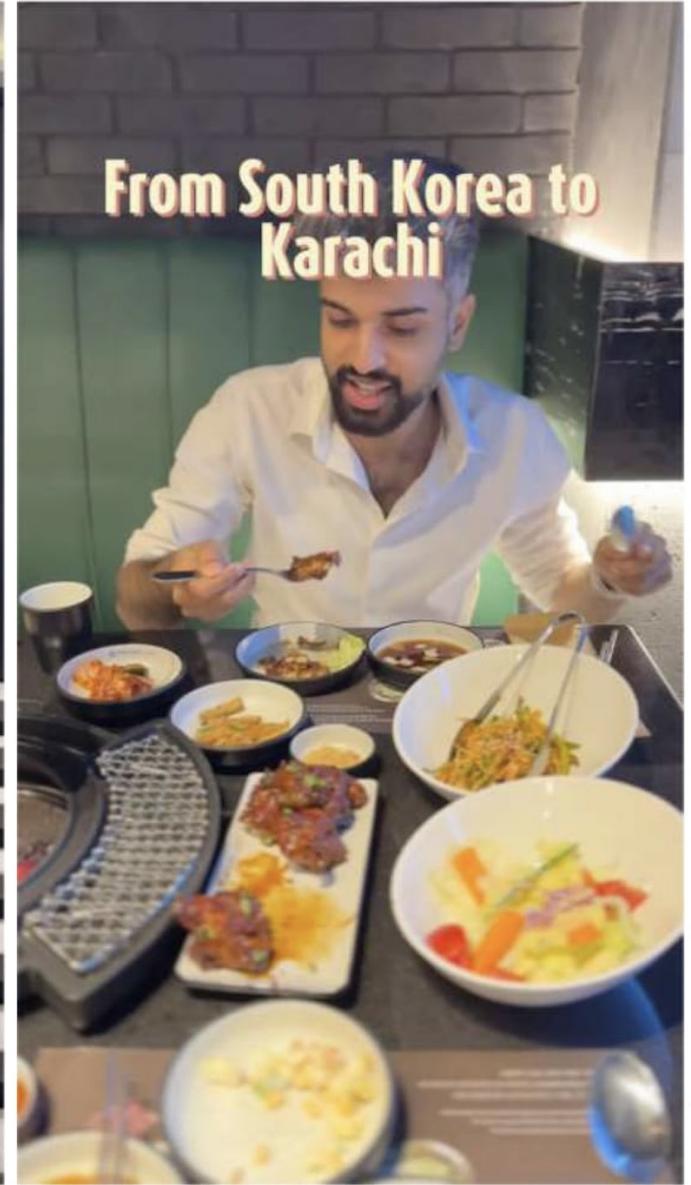
PKR
12,462,101

Ads Spend Under
Management

PKR
69,533,967

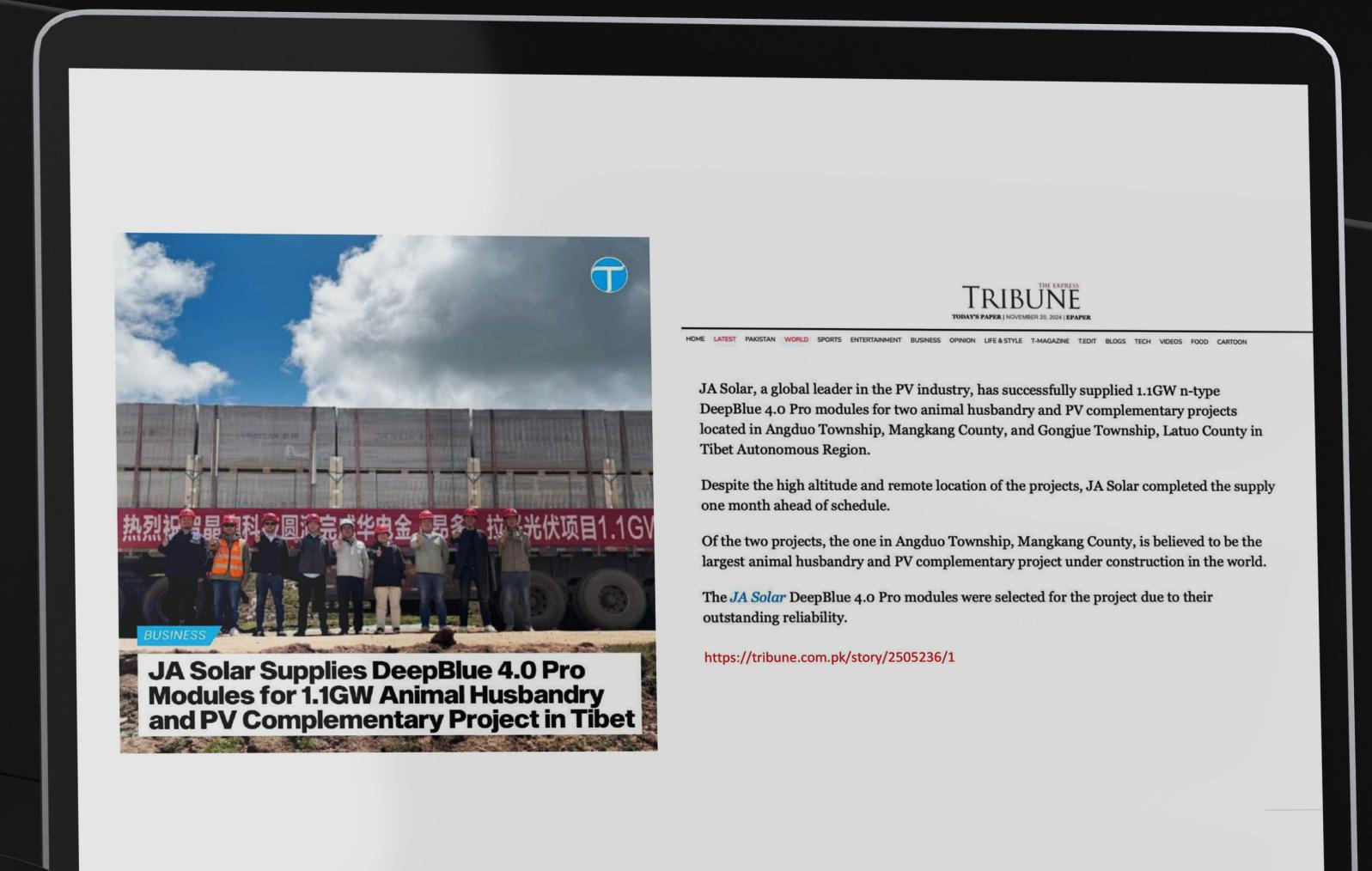
Trackable
Revenue





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.



DAWN THE EXPRESS
Tribune
WITH THE International New York Times

BUSINESS
RECORDE
Founded by M.A. Zuberi

Campaign in the
Spotlight

Campaign in the

Diabetes Awareness Campaign

by



Doctor Obesity Clinic
FIGHTING DIABETES

Timely pull, impactful push.

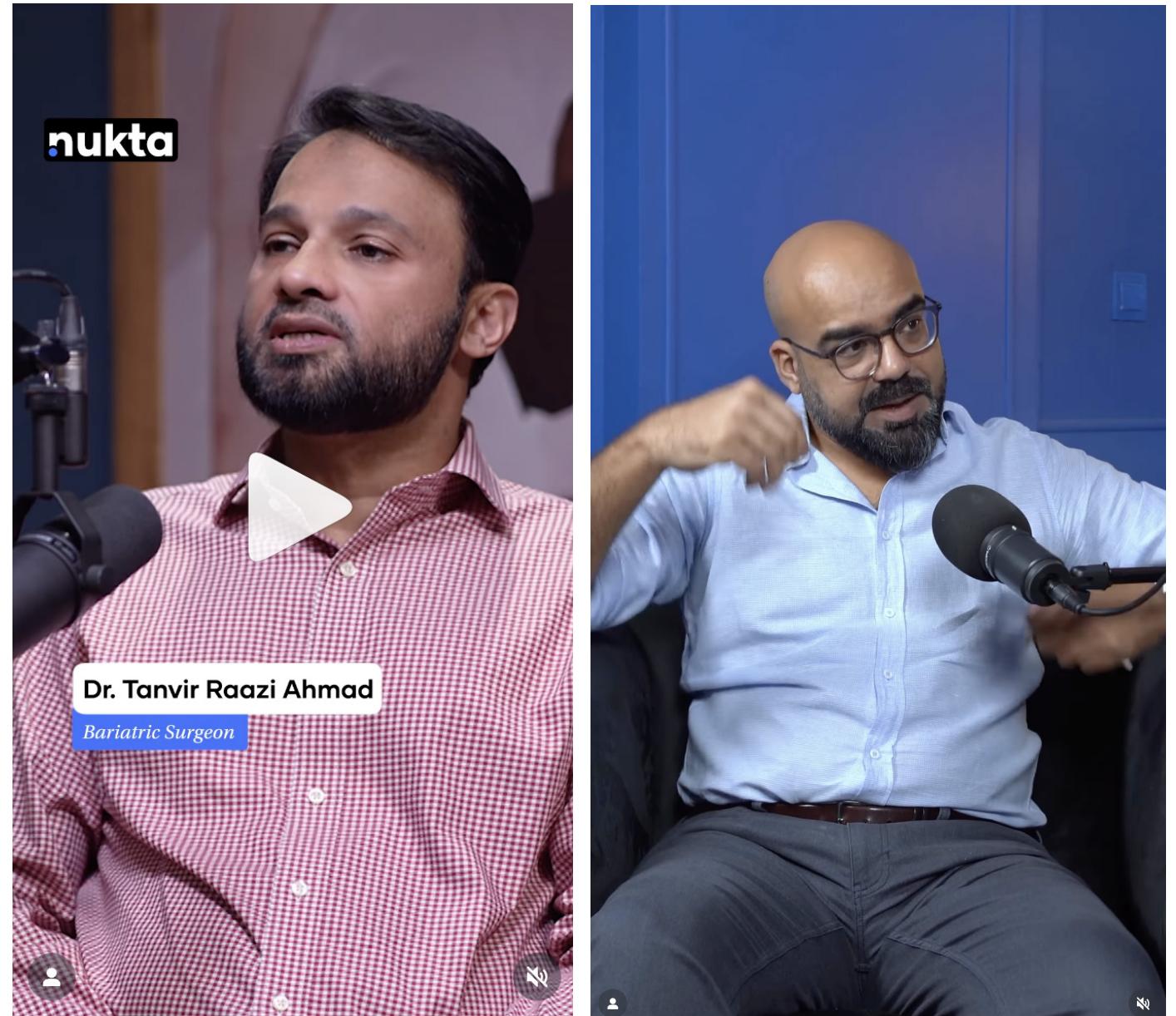
For Diabetes Awareness Month 2025, we crafted and executed an integrated marketing communications (IMC) campaign with Doctor Obesity Clinic that combined expert insights, engaging storytelling and strategic amplification. Dr. Tanvir Raazi Ahmad appeared on third-party platforms like Nukta and joined 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.

AI



 Midjourney



ChatGPT



Gemini

 envato

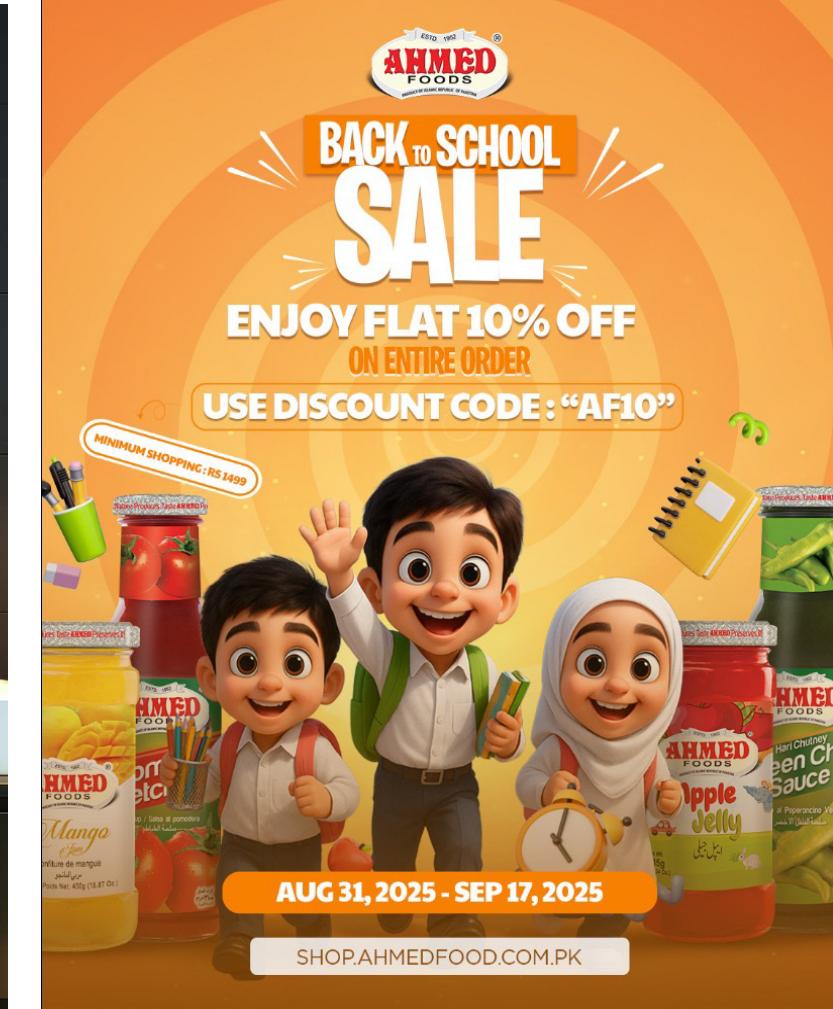
 Veo 3



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.

AI



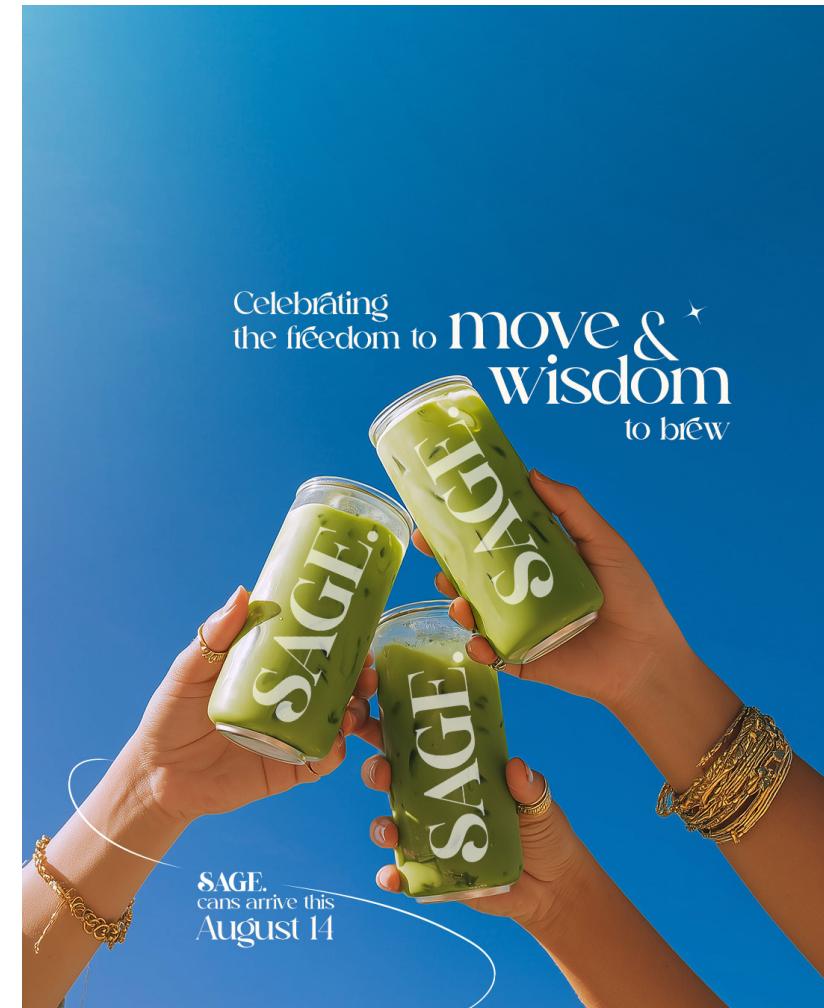
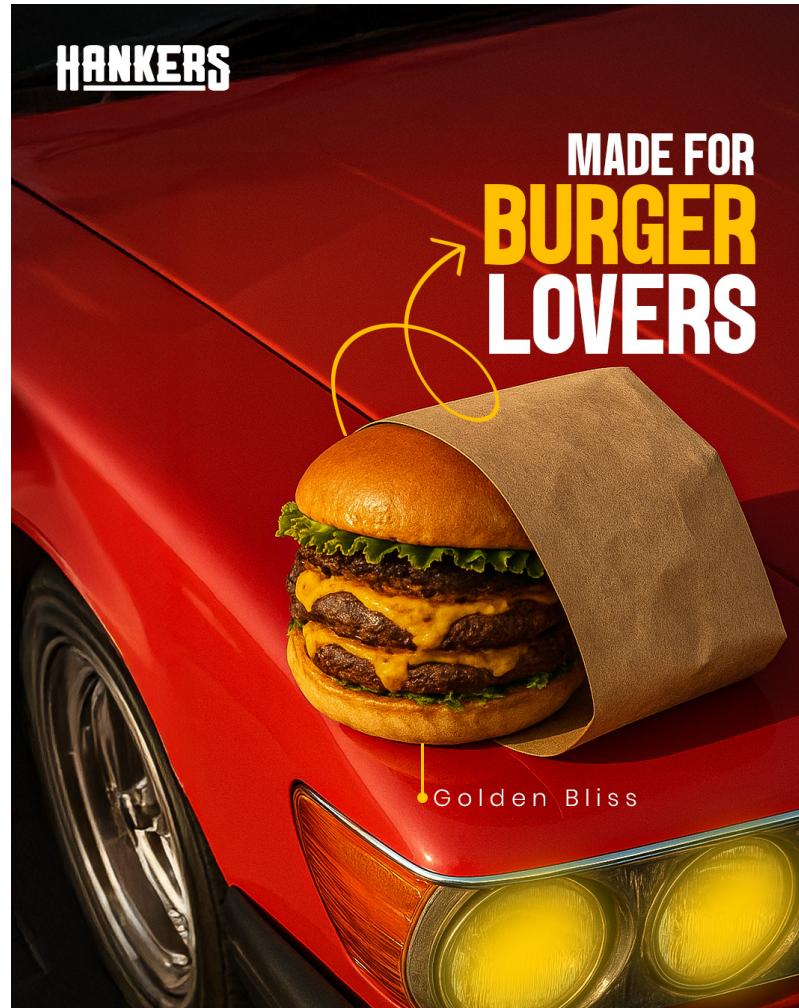
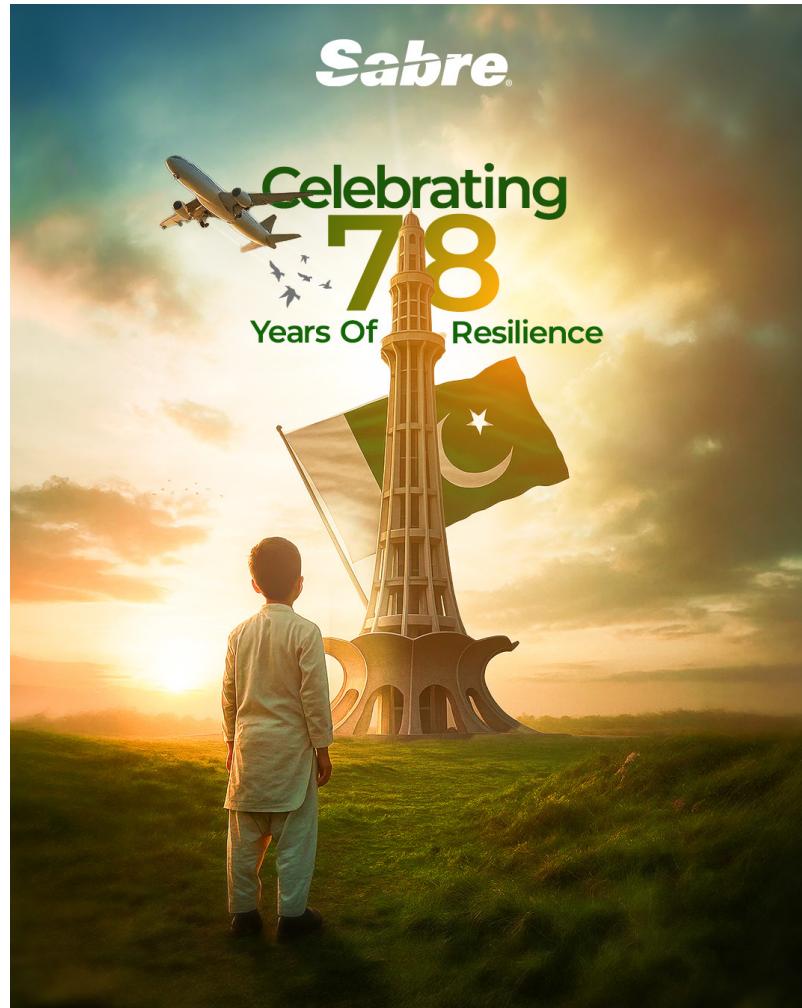
 ChatGPT

 Gemini

 Midjourney

 OpenAI
SORA

AI



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.



DANNY'S
The Healthy Choice

ESQUIRES
THE ORGANIC COFFEE C°

HANKERS



SAGE.

SLIMlilly



ZK

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 **Jehan Ara**
Shireen Naqvi & 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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