



Profile

Welcome to Think Advertising!

Think is where your inspirations translate to actions and your aspirations can be ticked off as goals met and targets achieved.

We are a full-service advertising agency with exciting tools at our disposal and a portfolio that consists of the most prestigious names in the country. Formed in 2005, our team brings together local talent that combine knowledge, creativity and organizational strength to create and execute advertising and marketing campaigns nationwide.

There is no substitute for local knowledge and we know the market like no other. Combine that with the high standards we maintain, and it is no wonder we are seen as the leaders in our business. We are always pushing our boundaries and expanding our horizons to serve you more!

We are the first advertising agency in the country and it only matters because we are also seen as the largest and the number one in the business. Let us think through to seek new ways for you to soar above your competition.

about

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| Agency Name: | Think Associates Pvt Ltd. |
| Company registration no. | C-122/2005 |
| Company registration date: | 28 February 2005 |
| Company type: | Full service advertising agency |
| Number of years in operation: | 7 years |
| Number of full time staff: | 28 |
| Registered Address: | G. Eriyadhoo, Male' |
| Head office address: | 3rd Floor, M. Chandhaneege, AlhivilaaMagu, Male' 20292, Maldives |
| Contact number: | +960 332 2222 |
| Fax number: | +960 334 2642 |
| Email: | info@thinkmaldives.com |
| Website: | www.think.com.mv |
| Bankers: | Bank of Maldives |
| Auditors: | Ernst & Young |
| Head of organization: | Adheel Ismail, CEO adheel@thinkmaldives.com |

passion

Advertising

With our pool of creative talent we produce eye-catching, impactful ads that translate to sales and build brands. Our team understands that a successful campaign is your bridge to achieving your business goals and objectives. Our services include conceptualization, design production and media planning. We create advertisements for print, outdoor, online, radio and TV to ensure that your message is delivered and your target audience is reached.

TV Commercials and Video Productions

At Think we have created some of the most cherished TV commercials aired in the country. With our in-house strength in videography, motion graphics and visual effects, we continue to benchmark new standards in TVC production in the country. We undertake the production of corporate video documentaries from script to the final product, taking into consideration all aspects that would accurately reflect the image that you wish to present to your audience.

Corporate Identity and Branding

We have developed and executed branding and rebranding projects for businesses across a range of industries. We work with the understanding that branding and rebranding is a long-term commitment for your business. That is why we gain a thorough understanding of your business objectives and ensure a consultative approach from the initial contact to the final execution, so that we create brands that reflect your image and meet your objectives.

Events

An event as an opportunity to offer an 'experience' that could create long-lasting memories for your customers. Think's event portfolio includes product promotion roadshows across the country to large trade exhibitions; from themed events for corporates to grand product launch events. We develop event concepts, event sequences and bring together the key components from lighting to sound, entertainment and catering, to create some of the best event experiences executed in the Maldives.

Media planning and buying

As part of our campaign planning we plan, source and purchase media space and airtime to give you the perfect media mix for your campaigns on print, radio, TV, outdoor, online and other media. We ensure your target audience is reached in the most cost effective manner.

At Think we have in our inventory outdoor spaces at key locations in Male' and a number of locations for tactical outdoor sites for short-term promotions. We maintain excellent relations with the broadcast and print media to get you the best out of your space and airtime.

Printing and publishing

We offer comprehensive services for your publications from content development, layout, design and printing. Be it a catalogue for your customers or a regular publication for your business, we ensure the development of required content, design to suit the specific requirement of the publication and printing to any standard that you desire. With us you can be assured of our guidance and attention to quality control all the way from inception to completion.

Market Research

As a research partner, we work with our clients to help them achieve their goals, through delivering insights into their industry or areas of interest. We offer a format tailored for their specific purpose and deliver the results on time and to budget. Contributing our knowledge of the local environment, we also partner with regional and international research agencies in conducting surveys nationwide as part of regional and global market research projects.

approach

Think has a well-structured system to ensure the smooth flow of work, and to make sure that your needs are understood at every stage of your project.

- Listen*** We listen and learn about your challenges and goals you wish to achieve. We work with you to refine your objectives. We see our role as one of creating the means to help you increase sales, build your brand or achieve the objective you have set for yourself.
- Plan*** We immerse ourselves in your brief. We use positively challenging ideas, both creative and strategic. We take a wider view of your objectives and consider realistic ways in which to address them in the context of the market environment, relative to available budget and desired outcomes.
- Create*** We translate strategies into plans and plans into creative concepts, visual representations and verbal themes. Your campaign begins to take form. Together we assess how the concept will be perceived by the target market. You will have the final say in what goes through and what needs to be reworked.
- Execute*** We produce, fabricate, print and install. We source, we shoot and we make the final touches. Then we rollout, present, air and execute. With careful scheduling and resourcing we ensure we meet our deadlines and work within our budget.

team

Hassan Fazal Hussein, Chairman of the Board

Fazal has spent more than 10 years in the business of marketing. He has pioneered major marketing, advertising and event management projects through his forward thinking and innovative approach. Fazal is a founder of Think Associates and is instrumental in establishing and maintaining policy and the overall direction of the Company.

Adheel Ismail, Managing Director

A founder member of Think and the driving force behind the team, for Adheel timely delivery, strong PR with clients and exceptional quality and standards is all-important and ensures it through his dedication. Adheel's background is in creative design and finds it easy to understand the needs of clients. With more than 12 years' experience, his creativity is well known throughout the business community. Adheel is also in charge of Events and Outdoor.

B.A Marketing and Business Economics (UK)

Mohamed Waheed, CCO

Waheed has been working with Think since its inception and has been part of all major projects that Think has undertaken. Waheed comes with a background of socio-economic research, consultancy and private sector management. With his background in economics Waheed continues to speak at NGO;s and occasionally on broadcast media on current issues and topics. He has worked for the Asian Development Bank and UN agencies as local consultant and economist on several projects. Waheed contributes to the overall planning of the business and takes part in strategy development in important projects.

Abdulla Reyshan, Director Client Services

With seven years of experience in logistics management and marketing, Reyshan occupies the important position of Director Client Servicing in the Company in charge of all aspects of logistics and operation. Prior to joining the Think team Reyshan worked at Ocean Air and perfected his skills during his tenure of more than 3 years as Sales and Marketing Manager at DHL. Reyshan has been at Think since 2005 and heads Client Servicing offering the key link between clients and Think.

Professional Diploma, Chartered Institute of Marketing (CIM)

Hassan Shujau, Executive Creative Director

Hassan spent six years of his early career at well-known design studios in the country, later forming and heading his own firm, Design-on-Spot. Hassan has worked closely with Maldives Tourism Promotion Board and developed and created most of the concepts & designs for their publications during the time. Hassan has worked for important projects of several key companies during his career and has vast experience in creating logos and designing concepts for marketing collateral and publications.

Ibrahim Sinan, Senior Manager Event & Outdoor

Sinan has filled senior sales and marketing and accounts posts in important local companies before joining the Think Team. Sinan has a well-established network of contacts in the industry and generally in the business sector enabling him to cruise through with ease with seemingly difficult tasks. Sinan has a Diploma in Principles of Modern Management and a Diploma in Business Management and Administration from the College of Professional Management in UK.

Niushad Shareef, Manager, Brand Planning

Niushad has 4 years of experience in advertising in the Maldives and joined the Think team with a vast knowledge & experience in areas of planning, brand profiling, TV & Radio production, outdoor advertising and events. At Think Niushad ensures the smooth flow of jobs between client and the agency. His role makes him more of a team member of our client than of the agency as he firmly believes that his support is required more with the client in order to ensure completion of a successful project.



Think Associates Pvt. Ltd.

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