



Spring 2026

Advertising

PORTFOLIO

Faculty of Communication and Design, Indus University

DEAN's

Message

Major Dr. Usman Farooq Abbasi (Retd)

Faculty of Communication & Design
Indus University, Karachi



The completion of a thesis marks an important milestone in every student's academic journey. This Thesis Book reflects the dedication, intellectual curiosity, and creative potential of our graduating students, who have successfully transformed ideas into meaningful research and design projects. I commend our faculty members and thesis supervisors for their guidance and mentorship throughout this process. My heartfelt congratulations to all our graduates on this well-deserved achievement. May the knowledge, skills, and values cultivated during your time at Indus University inspire you to lead with integrity, innovate with purpose, and make a positive contribution to your profession and society.

CHAIRPERSON's

Sana Gul

Faculty of Communication & Design
Indus University, Karachi



This thesis represents the commitment of our department to academic quality, research, and professional development. It showcases the student's ability to explore ideas through systematic inquiry and critical analysis. The research reflects the values of intellectual curiosity, ethical scholarship, and evidence-based learning that our department strives to instill in every student. It also demonstrates the importance of applying academic knowledge to address contemporary issues and contribute meaningfully to the field of study. I appreciate the efforts of both the student and the supervisor and wish them every success in their academic and professional journey.

Program Head's Message

Dr. Syeda Afsheen Sohail
Faculty of Communication & Design
Indus University, Karachi



The successful completion of this thesis demonstrates the student's dedication, creativity, and application of knowledge gained throughout the program. It reflects the standards of excellence we strive to achieve in our academic community. This research highlights the importance of critical thinking, innovation, and scholarly inquiry in addressing contemporary challenges within the field. I am confident that the knowledge and skills developed through this research will contribute significantly to the student's professional growth and future achievements. I extend my best wishes for continued growth, lifelong learning, and future accomplishments.

Thesis Supervisor's Message

Imtiaz Hussain

Faculty of Communication & Design
Indus University, Karachi



It has been a privilege to supervise this remarkable group of Advertising students throughout their thesis journey. Their dedication, creativity, and commitment to excellence have been evident at every stage of the research and brand development process. They have demonstrated not only a strong understanding of advertising principles but also the ability to transform strategic ideas into meaningful and impactful brand solutions.

I congratulate the entire team on this outstanding achievement and wish them continued success in all their future endeavors.

Voice for The Ocean



Alaa Faisal

This study explores public awareness, attitudes, and behaviors toward ocean pollution and ocean cleanup through a quantitative survey conducted among diverse demographic groups, including coastal and non-coastal communities. The survey assesses respondents' knowledge of major sources of ocean pollution, such as plastic waste, oil spills, industrial discharge, and chemical contamination, as well as their attitudes toward ocean conservation and participation in environmental cleanup initiatives.



Rang-e-Mehran

A Pakistani Digital Marketplace



Asif Raza Solangi

This study looks at the economic problems and market opportunities for Sindhi craft artists who make traditional items like Ajrak, pottery, tiles and wooden products. The main issue is that middlemen buy these products at very low prices from artists and sell them at much higher prices which means the actual makers don't get fair payment for their hard work. The research focuses on how a digital service platform called Rang-e-Mehran can solve this problem by connecting artists directly with buyers without any middlemen involvement.



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Empowering Hands.

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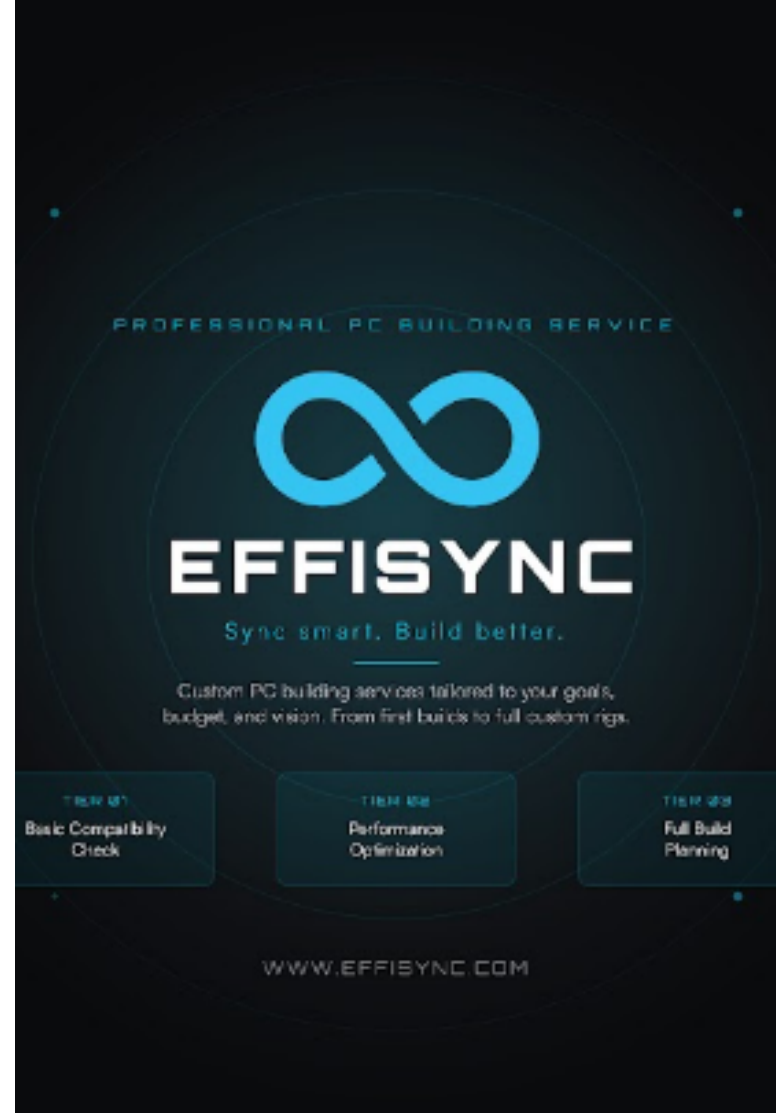


Effisync



Bisam Saeed Khan

In the rapidly evolving landscape of high-performance computing, building custom high end PCs has become increasingly popular among both enthusiasts and professionals. However, this process often involves complex compatibility challenges that can hinder efficiency and performance. This thesis explores the intricacies of high-end PC builds and introduces a specialized service designed to streamline and enhance the building experience by addressing these common issues.



Tiny Tales New Born Photography



Irtesam Khan

This thesis examines Tiny tales by irtesam ass contemporary collection of short stories that explores the emotional essence of new beginnings through the themes of innocence, purity, vulnerability, and psychological transformation. Drawing on literary analysis and psychological theories. The research analyzes narrative structure, characterization, symbolism, and emotional tone to understand how stories portray early emotional development and the uncertainty that accompanies change.



tiny tales
by irtesam

Newborn Baby PHOTOGRAPHY

Every little moment tells a
big story

At Tiny Tales by Irtesam, we believe every baby has a story worth capturing. From their first smiles to their tiny toes, we turn fleeting moments into timeless memories filled with love, warmth, and innocence.

Office #102, Habitat 3, Sector 10, Gurgaon, Haryana
irtesamkhan@gmail.com
+91 931 240 595

Bark Talks Recordable Buttons



Kinza Pervez

This study looks at how Bark Talks recordable buttons can improve communication between dogs and their owners. These buttons give dogs an easy way to express their needs. Traditional methods, like barking and body language, are often misunderstood. This can lead to frustration for both pets and owners. The research used a mixed-methods approach, which included surveys of 100 dog owners in Karachi and interviews with professional pet trainers.



Understand Every Bark.

Recordable communication buttons that help dogs express their needs through simple words.

RECORD
Record any word or phrase in your voice

PRESS & PLAY
Dogs press the button, it plays the recorded message

ENCOURAGES
Learning, bonding & better communication

STRENGTHENS
Trust and connection between you and your dog

Crystal Clear Sound
Loud & clear playbackLong Battery Life
For endless communicationPet Safe Materials
Non-toxic & durableEasy to Clean
Wipe clean & worry freeVisit Our Website
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MentorBridge



M. Asharib Ghazali

The high speed of the digital transformation has increased the knowledge gap consuming generation gap as the skills of the retired professionals remain underutilized and young students have little access to practical advice. This thesis suggests MentorLink, an oriented on the user digital consultant platform that will be based on the principles of Media Science digital communication strategy and UX/UI design. The platform makes virtual mentorship on-demand, with retired professionals able to transfer special knowledge in real time.



Bridge The Gap Between Students & Experts

MentorBridge connects Pakistan's brightest young learners with retired professionals who've spent decades mastering Medicine, Business, and Technology, turning real-world experience into real career guidance.



Medical



Business



Technology

Pakistan's first platform connecting students directly with experts.



TruLogix: Third-Party Logistics



M. Mubashir Rafi

Logistics is the key to business success and development of online shopping in particular. In terms of distribution of their product, Pakistani copper-businesses rely on courier services. Nevertheless, we see that there simply exist a large number of logistics services which are inorganized and do not offer the third-party logistics (3PL) services. The research paper will look at the potential of any 3PL logistics to optimize the performance of the supply chain and the opportunity of launching TruLogx as an modern 3PL company in Pakistan.



TRULOGIX
3pl Solutions

Smart Logistics for Growing Businesses

End-to-end 3PL solutions powered
by technology and trust.
Delivering efficiency. Accelerating growth.

Deliveries Overview

On-Time Delivery
98%

Shipment Tracking

Received at → In Transit → Out for Delivery → Delivered

Warehousing | Fulfillment | Courier Management | Delivery

TRULOGIX
3PL Solutions

One Network. One Partner. Unlimited Possibilities.

EventSphere



M. Tayyab

EventSphere A Strategic Event Management and Services Brand is a project based on creating a professional event management company that provides quality event services. EventSphere is designed to manage different types of events, including weddings, corporate events, conferences, private parties, and other special occasions. The main purpose of this project is to create a strong and attractive brand that can provide clients with creative ideas, proper planning, and smooth event management.



KAZZAK



Maham Babar

This study examines the influence of consumer motivation and functional aesthetics on the purchase intention of electronics cleaning kits in Pakistan, using the proposed brand Dust Buster as a case study. The research aims to identify the motivational factors that encourage consumers to purchase electronics maintenance products and to assess how product design, usability, and visual appeal shape consumer preferences. A mixed-method research approach was adopted, combining quantitative survey data from 57 respondents with qualitative insights.



Pawrifier Smart Pet Care Technology



Malaika Awaiss

This research focuses on the inclusion of purifier in daily life in order to maintain and prolong fresh air to breathe. The study includes a diverse sample population to ensure a comprehensive understanding of the foundation's versatility across different demographics. Through exploratory and descriptive methodologies, the goal is to uncover the smart ways to fresh up the air and trap pollutants in a detailed view. The research employs surveys and interviews to gather comprehensive data on the innovative product.



BREATHE BETTER LIVE BETTER

Advanced Air Purification For A Healthier Home & Happier Pet



TRAP PET FUR



HEPA FILTRATION



ALLERGEN PROTECTION



CLEANER AIR



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LOVED BY PETS**



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Breezeslips Foot Cooling Slippers



Maryam Arif

Extreme heat has become a significant challenge for people living in tropical and semi-arid regions, leading to physical fatigue and health issues like foot swelling. While traditional cooling methods focus on the overall environment, personal and portable cooling for the feet is often neglected. This study explores the development and effectiveness of gel-based cooling slippers as a sustainable and non-electric solution for personal thermal comfort.



breezeslips
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weighing on your **feet?**

SOLE GEL

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Cushioning

Adaptive
SoleGel Tech

Instant Slip
On Ease

Breathable Mesh

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Dust Buster Electronics Cleaning Kit



Maryam Iftikhar

This study examines the influence of consumer motivation and functional aesthetics on the purchase intention of electronics cleaning kits in Pakistan, using the proposed brand Dust Buster as a case study. The research aims to identify the motivational factors that encourage consumers to purchase electronics maintenance products and to assess how product design, usability, and visual appeal shape consumer preferences. A mixed-method research approach was adopted, combining quantitative survey data from 57 respondents with qualitative insights.



ALL YOUR TECH CLEANING TOOLS.

ONE SMART KIT



✓ Safe for Screens | ✓ Reach Every Nook | ✓ Reusable Tools

ALL-IN-ONE ELECTRONICS CLEANING KIT

Available Now

SHOP NOW

PACKFIT

A Solar-Powered Jacket-Backpack



Misbah Malik

This research involves the conceptualization, consumer perceptions and potential market feasibility of Packfit, a multi-functional wearable product which incorporates a jacket and backpack that are integrated with solar charging and emergency safety functions. The research comes in response to the increased demand among outdoor enthusiasts in Pakistan for practical and technologically advanced travel gear, especially for the areas that have limited access to power and emergency services.



CarShare Pakistan's Smartest Carpool Platform



M. Asad Arshad

This research explores Urban transportation in Pakistan, particularly in major Cities of Pakistan faces severe challenges due to rising fuel costs, severe traffic congestion and limited public transit options. This thesis presents CarShare, an innovative and smart carpooling platform as a problem solving mobility framework for the urban ecosystem. By offering guaranteed insurance coverage significant daily cost savings and a seamlessly managed Consumers experience, CarShare effectively reduces the primary Commuter difficulties associated with urban transit.



Safarnama



Muhammad Muhib

This research proposal examines how digital storytelling and social media can be used to rejuvenate local tourism in Pakistan, with specific reference to the lesser-known tourist attractions that have never been represented in mainstream tourist markets. The research investigates ways in which destination visibility, tourist perceptions, and travel decisions can be facilitated through digital storytelling by examining the impact of the digital content that is shared on these platforms by influencers, tourists and content creators on their effectiveness.



Rosemary Dream Oil



Shanza Atique

This study explores the market potential of Rosemary Dream Oil, a premium natural and herbal hair care product developed to address common hair concerns such as hair fall, dandruff, weak roots, dry scalp, and slow hair growth among consumers in Pakistan. Rosemary Dream Oil is formulated with carefully selected natural ingredients including rosemary, lavender, and coconut oil. These ingredients nourish the scalp, strengthen hair roots, and support healthier, shinier hair while avoiding harsh chemicals.



Rosemary Dream Oil: For Your Hair's Best Chapter.

A product advertisement for Rosemary Dream Oil. The central focus is a glass bottle with a green label and a gold cap, surrounded by a dynamic splash of golden oil. To the right is a black mortar and pestle containing green herbs. Lavender sprigs and small white daisies are scattered around the base. The background is a warm, golden-brown with soft lighting.

Revitalize, Strengthen, & Flourish

-  Scalp Vitality
-  Hair Strength
-  Botanical Purity

NW Pearl



Syed Ahmed

This study focuses on the development of NW Pearl, a premium handcrafted bag brand specializing in elegant pearl and crystal bags. Inspired by the timeless beauty of pearls, the brand combines craftsmanship, sophistication, and modern elegance. The project develops a cohesive visual identity through its logo, color palette, typography, patterns, packaging, and promotional materials, creating a distinctive expression of wearable luxury.



The Price of Moment



Syed Aman Hussain

The Price of Moment is a public awareness campaign developed to address the issue of underage driving and its potential consequences among young people. Underage driving is not only a road safety concern but also a social issue that can affect young drivers, their families, and other road users. At a young age, the excitement of driving can sometimes lead teenagers to make impulsive decisions without fully understanding the risks involved.



ZEP - Zenith Event Planner



Syed Eraj Hussain Zaidi

It is a stressful process to plan a major event. Historically, planners and customers interested in a venue relied on 2D and 3D floor plans or simple 3D models to envision the appearance of the venue. Nevertheless, these techniques frequently did not reflect the actual magnitude, illumination and sensation of the occasion, and resulted in alterations and miscommunication at the last moment and at huge expenses.



Therapeutic Yoga Movement



Syed Haider Rizvi

This study examines the socio-cultural barriers and institutional factors influencing the adoption of therapeutic yoga in government rehabilitation and disability facilitation centers in the Karachi Metropolitan Area (KMA). While therapeutic yoga has demonstrated potential in improving physical mobility, mental well-being, motor coordination, and emotional regulation, its accessibility remains limited among children with disabilities. The research focuses on barriers such as cultural and religious perceptions, stigma, gender norms, and family concerns.



Learn Support Grow

Promoting the Value
of Developmental
Movement for
Special Needs
Children.



Trackify Smart Tracking Portable Device



Urooj Kamran

This study examines the potential of Trackify, a locally developed and affordable smart tracking device, to succeed in the Pakistani market. The research focuses primarily on the cities of Karachi and Islamabad, where budget-friendly tracking solutions are limited and internationally recognized brands are often too expensive for the average consumer. Since most global tracking devices are not officially available in Pakistan and are usually sold at high prices through third-party sellers, there is a significant opportunity for a cost-effective local alternative.



Trackify

Just track it

Trackify keeps your essentials and your loved ones always within reach

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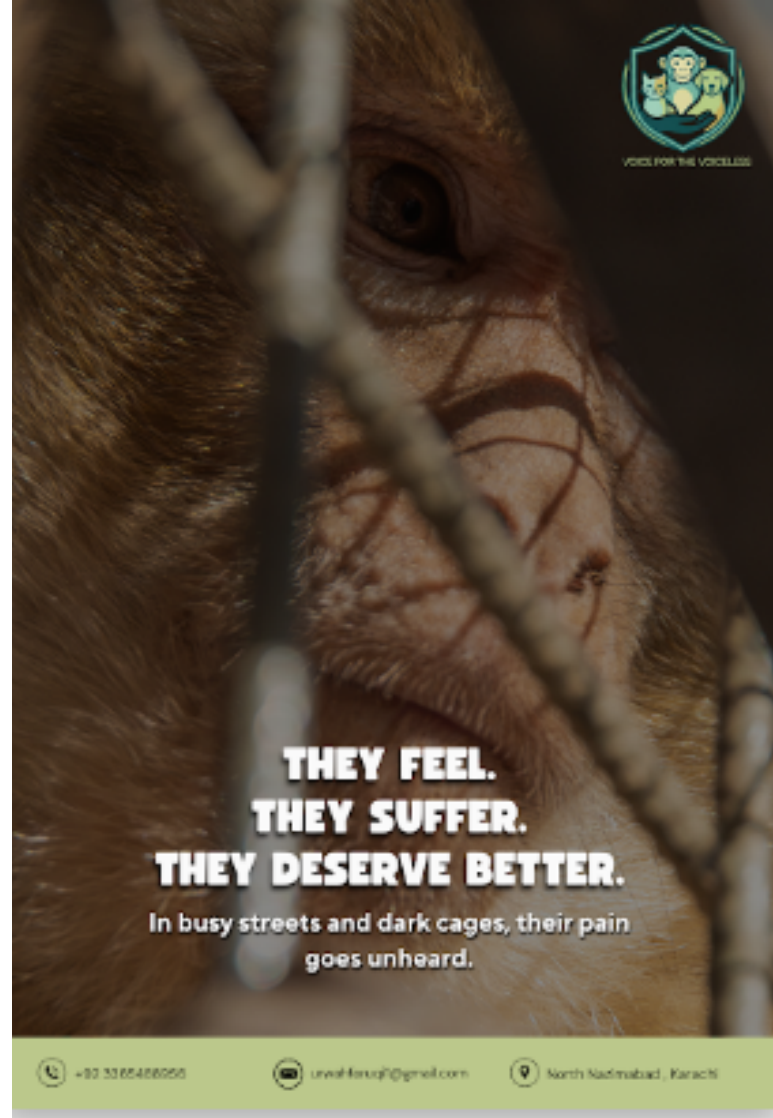
SHOP NOW www.trackify.com

Voices for the Voiceless



Urwah Farooqui

This paper explores how visual media can be effective in increasing awareness, empathy and attitude toward animal cruelty in Karachi. The study incorporates a combination of quantitative data obtained through structured survey, qualitative data obtained through field observations, as demonstrated through a mixed-methods approach. The survey indicated that the general population changed significantly their attitudes prior and after watching visual media, and the empathetic and animal welfare support.



Rosephen



Usama Khalid

This thesis will cover the hype of a new buying behaviour known as Sartorial Synthesis, which is a strategic blend of denim casual-wear in the West and the traditional Pakistani heritage patterns. Due to the changing trend of fashion in the global world of hyper-personalization, this study explores the intended buying behavior and cultural perceptions of Pakistani urban youths about customizable denim jackets with customizable features such as calligraphy and truck art. The main aim was to find out whether local cultural identity when incorporated into contemporary silhouettes form a feasible market niche of fashion brands in Pakistan



WHISKER WARE



Wajeeha Abid

Rapid urbanization and rising pet ownership in Pakistan have increased demand for pet care products, yet plastic feeding bowls remain the most commonly used despite concerns about bacterial contamination, chemical leaching, and environmental pollution. This study explores consumer awareness, perceptions, and acceptance of WhiskerWare, a locally handcrafted, eco-friendly ceramic pet bowl brand, among urban pet owners in Karachi, Lahore, and Islamabad. Using a quantitative survey supported by secondary literature, the research examines attitudes toward sustainable pet ware.



NutriBerry JAM



Khalid Mehmood Mirza

This research paper discusses the nutritional formulation, gustatory appeal and commercial potential of a jam made of sea buckthorn, a functional food product, out of the so-called superfruit: *Hippophae rhamnoides*, which grows in the Gilgit-Baltistan province of Pakistan. Although the fruit contains a lot of bioactive compounds, it is not exploited in the local domestic market. The study took a dual methodology aspect where a product formulation was done in the lab and finally, a quantitative survey among 101 consumers in urban Pakistani centers was undertaken.

