



# FERRUKH SYED

CREATIVE • WRITER • FILMMAKER

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## OBJECTIVE

To inspire brands in developing effective communication through impactful creative work, across every media touchpoint as a leader in creative communications.

## WORK EXPERIENCE

**Creative Director**  
**Storytellers**  
March 2018 – Present

**Creative Director**  
**Spectrum VMLY&R**  
April 2014 – February 2018

**Creative Director**  
**The Brand Partnership**  
July 2012 – March 2014

**Associate Creative Director**  
**Prestige GREY**  
December 2009 – June 2012

**Managing Partner**  
**Frequency**  
January 2004 – June 2008

**Creative Manager**  
**Spectrum VMLY&R**  
January 1998 – December 2003

## EDUCATION

**M.A. Mass Communication**  
**(Advertising & PR)**  
University of Karachi

**B.A. (Hons) Mass Communication**  
University of Karachi

## CLIENT PORTFOLIO

Colgate-Palmolive  
Continental Biscuits Limited  
National Bank of Pakistan  
Soya Supreme  
UNICEF  
HBL

## CORE SKILLS

Concepts | Copy | Film Direction |  
Local & International Film Shoots |  
End-to-end Creative Project Management

## NOTABLE WORK

View additional work at: [STORYTELLERSPK \(Youtube\)](#)

**NBP EMV Debit Card and Mobile App TVC**  
NBP was the last bank to offer digital banking services and required a campaign that could create excitement around its launch. The launch TVC for NBP Digital – covering the World's Highest ATM on NBP to Gwadar in the south – was developed to rejuvenate the brand's image to modern and progressive as well as launch these new services. Over 100k app downloads were achieved during the campaign duration.

**FrieslandCampina – Milk Awareness Digital Films**  
Over 95% of milk distributed in Pakistan comes from the unbranded sector, the majority of which is plagued with contaminated milk made from chemicals. To counter this, two films were developed, targeting mothers and children respectively – one depicting a sting operation whereby such milk distributors were exposed; and the other comprising of an animated character for children who showed them why they should not consume unpackaged milk.

**LU Zeera Plus - Pakistan Ka Plus - Season 1 & 2**  
In order to build on the idea of 'Plus' on digital platforms, an attractive series of digital videos were developed for Zeera Plus, exploring the untapped beauty of Pakistan - dubbing them as 'Pakistan Ka Plus'. The videos received great praise and led to the development of a total of three seasons, with three episodes each.

**Yamaha – Dil Ney Kaha Yamaha - Big Idea & Tagline**  
While the Pakistani motorcycle market looked like an ocean of similar looking bikes, the 'Dil Ne Kaha Yamaha' Big Idea was developed highlighting the brand's functional as well as emotional proposition through its 3 motor-cycles – positioning Yamaha as a premium brand with beauty and sportiness etched in the brand DNA. The Big Idea was so well-received that it was made part of the brand as its tagline in Pakistan.

**Colgate-Palmolive – Bonus Gold TVC**  
While Bonus enjoyed a leadership position in its category in Punjab, it was struggling against mushroom brands in some markets. To counter this, a new lower-priced product variant Bonus Gold was launched with an insightful TVC, positioned as a stronger detergent against the toughest stains. As a result, Bonus was able to reinforce trust in its consumers.

**Continental Biscuits Limited – High-Speed TVCs**  
From conceptualizing the TVCs for Bakeri Nankhatai, LU Candi and LU Zeera Plus to managing the high-speed cinematography in Bangkok, Thailand – a range of creative communications were developed for CBL with the aim to reinforce the quality and heritage of these biscuits.