



CODE & FABLE

CRAFTING DIGITAL NARRATIVES WITH IMAGINATION

Creative, Content & Performance Marketing

PORTFOLIO 2026



WHO WE ARE

A Digital Marketing Partner Built for Modern Brands

We're a Karachi-based creative and digital marketing agency working with ambitious brands across MENA and global markets. Our work bridges premium creative thinking with performance-driven execution, designed for brands that refuse to blend in.

What We Do

Strategy-led branding, content systems, and performance marketing systems that drive measurable growth. We build creative that converts.

Who We Work With

International and regional brands spanning luxury, real estate, FMCG, hospitality, and tech sectors. Markets served: [MENA + South East Asia, Europe]

What Results We Focus On

Revenue impact, lead quality, brand elevation, and sustainable growth. Every campaign is built to perform, measured, and optimised.

Our Core Capabilities

Six integrated disciplines working in sync to deliver exceptional brand experiences and measurable business outcomes.



Branding & Identity Systems

Strategic brand positioning, visual identity design, and comprehensive brand guidelines that ensure consistency across every touchpoint.



Social Media Content Systems

Structured content frameworks, editorial calendars, and platform-specific creative designed for engagement and brand building.



Performance Marketing

Data-driven campaigns across Meta, Google, and TikTok focused on conversion optimisation, audience targeting, and ROI maximisation.



Creative Production

High-quality reels, video ads, motion graphics, and photography produced in-house with fast turnaround and global production standards.



SEO + AEO Optimisation

Technical SEO, content optimisation, and answer engine optimisation to increase visibility across search platforms and AI-powered results.



Web Design + Conversion

User-centric website design, landing page optimisation, and conversion-focused architecture that turns visitors into customers.

Premium Creative. Built to Perform.

Our philosophy is simple: exceptional creative work should drive exceptional business results. Here's how we make that happen.

Strategy-Led Execution

Every creative decision is rooted in strategic insight, market understanding, and clear business objectives. We don't create for aesthetics alone.

Creative Designed to Convert

Beautiful work that performs. Our creative is tested, optimised, and refined based on real audience behaviour and conversion data.

Consistent Systems Over Random Posting

We build content frameworks and brand systems that ensure consistency, reduce decision fatigue, and maintain quality at scale.

Fast Turnaround With Quality Control

Speed doesn't mean compromise. Our production systems deliver premium work quickly without sacrificing attention to detail or creative excellence.

Reporting-Driven Optimisation

Transparent metrics, clear insights, and continuous improvement. We measure what matters and use data to refine performance continuously.



CASE STUDIES

Case studies across branding, content, performance marketing, and web design — showcasing strategic thinking and measurable impact.

LuxinTravel VIP: Boosting Conversions for a Premium Travel Platform

A deep dive into how we helped a new luxury travel brand establish trust, drive subscriptions, and significantly increase conversions through strategic web design and performance marketing.

The Challenge

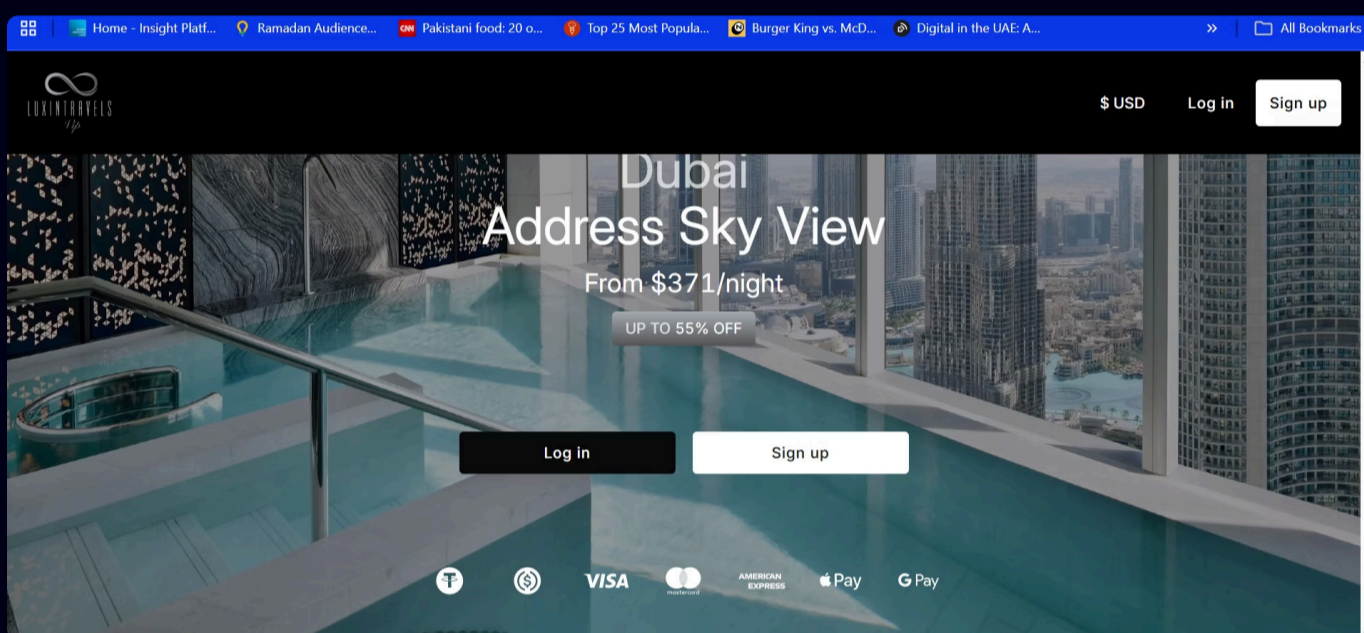
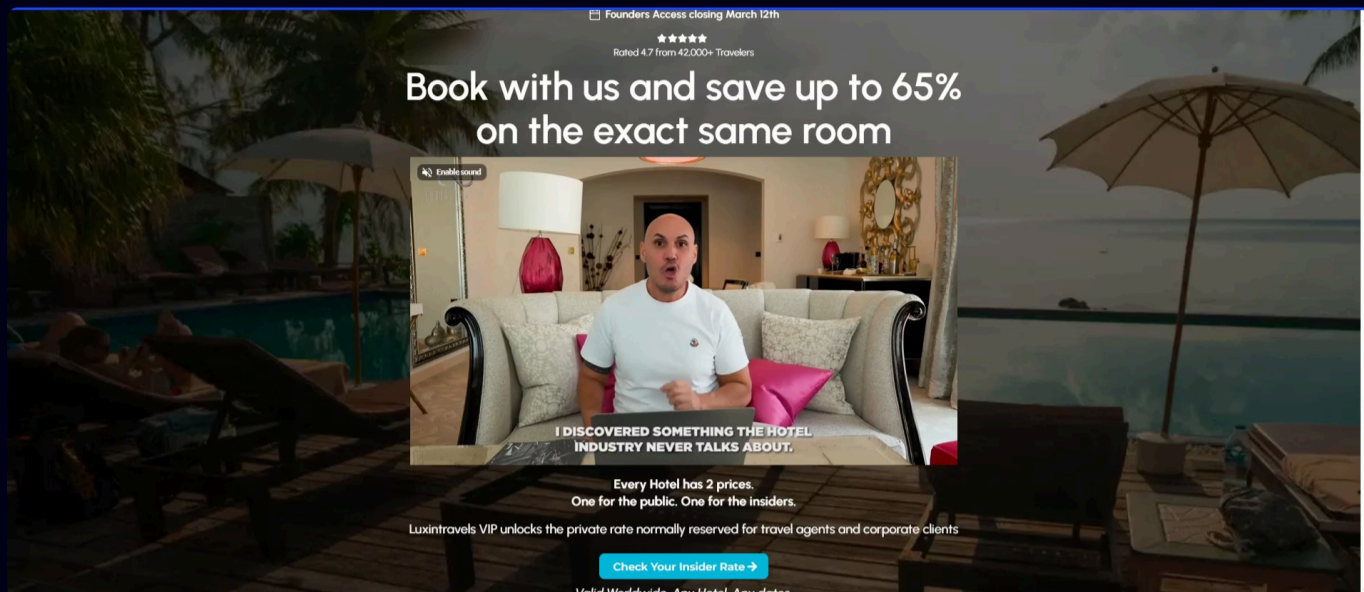
- New brand with low awareness and limited trust in the market.
- Users were hesitant to commit to a paid subscription on an unfamiliar hotel discount platform.
- Urgent need to build credibility and reduce drop-offs to increase purchase intent and sales.

Our Solution

- **Website Redesign:** Rebuilt the entire website experience, focusing on a premium aesthetic, clear user pathways, and building immediate trust.
- **Information Hierarchy Optimisation:** Restructured content to prominently feature pricing, benefits, social proof, and FAQs, instilling confidence in potential subscribers.
- **Conversion-First Journey:** Engineered a seamless user flow from homepage discovery to offer engagement, trust-building proof points, and a streamlined checkout process.
- **Performance Marketing Funnels:** Developed and executed targeted campaigns specifically designed to capture high-intent users and drive subscription sales.
- **Continuous Creative Iteration:** Implemented an agile approach to creative development, constantly testing and optimising ad visuals and copy to enhance clarity and minimise friction in the conversion path.

Key Deliverables

- Comprehensive website redesign and conversion rate optimisation (CRO).
- Detailed content strategy and messaging framework development.
- Extensive content edits for ads, landing pages, and on-site copy.
- Full performance marketing strategy and execution across key channels.



A Video Sales Letter was shot, edited and created as well to explain the entire process of how Luxin Travel VIP Works. The check-out page was changed 3 times to ensure credibility after understanding data on consumer behavior.

Website: <https://signup.luxintravels.vip/>

Instagram: [Luxintravels.vip](https://www.instagram.com/luxintravels.vip)

Impact & Results

Through our integrated strategy, LuxinTravel VIP saw substantial improvements across critical metrics:

120%

Conversion Rate

Increase in website conversion rates, turning more visitors into subscribers.

180%

Subscription Sales

Growth in new subscriber acquisitions and overall platform sales.

3.5x

ROAS

Return on Ad Spend, demonstrating highly efficient marketing investments.

35%

CPA Reduction

Lowered Cost Per Acquisition, optimising budget efficiency.

60%

Checkout Completion

Improvement in the percentage of users completing the checkout process.

ProDigest (EU): Elevating Organic Visibility & Authority in Bio Science

A detailed look at how we leveraged comprehensive SEO strategies to boost organic traffic, improve keyword rankings, and establish domain authority for a leading Bio Science company in the EU.

The Challenge

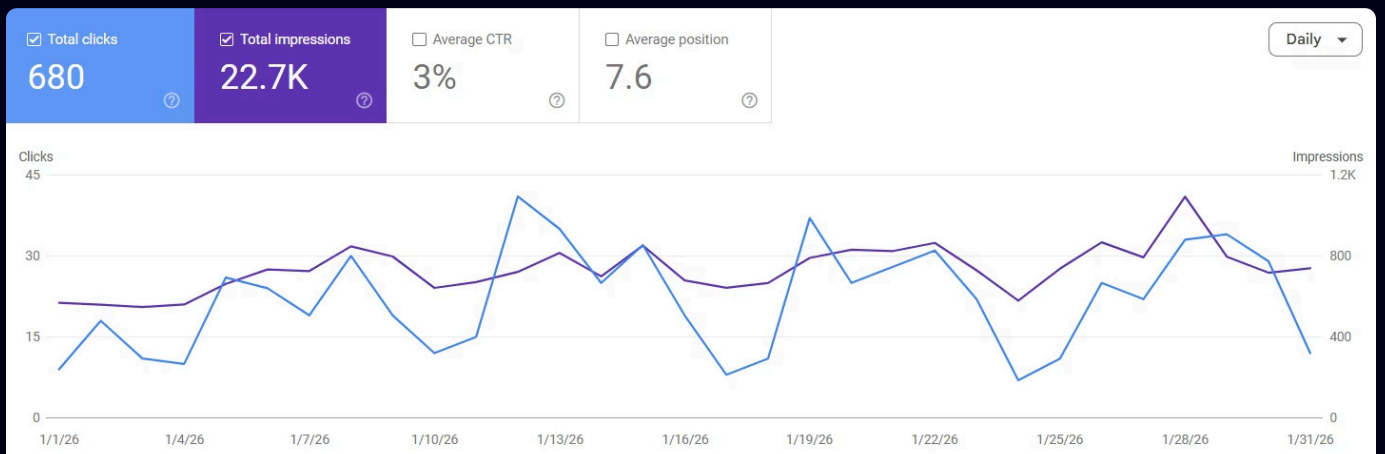
- Website lacked foundational SEO optimisation (structure + on-page gaps).
- Absence of a strong backlink profile resulted in weak domain authority signals.
- Critical technical and content issues were significantly hindering search engine rankings.

Our Solution

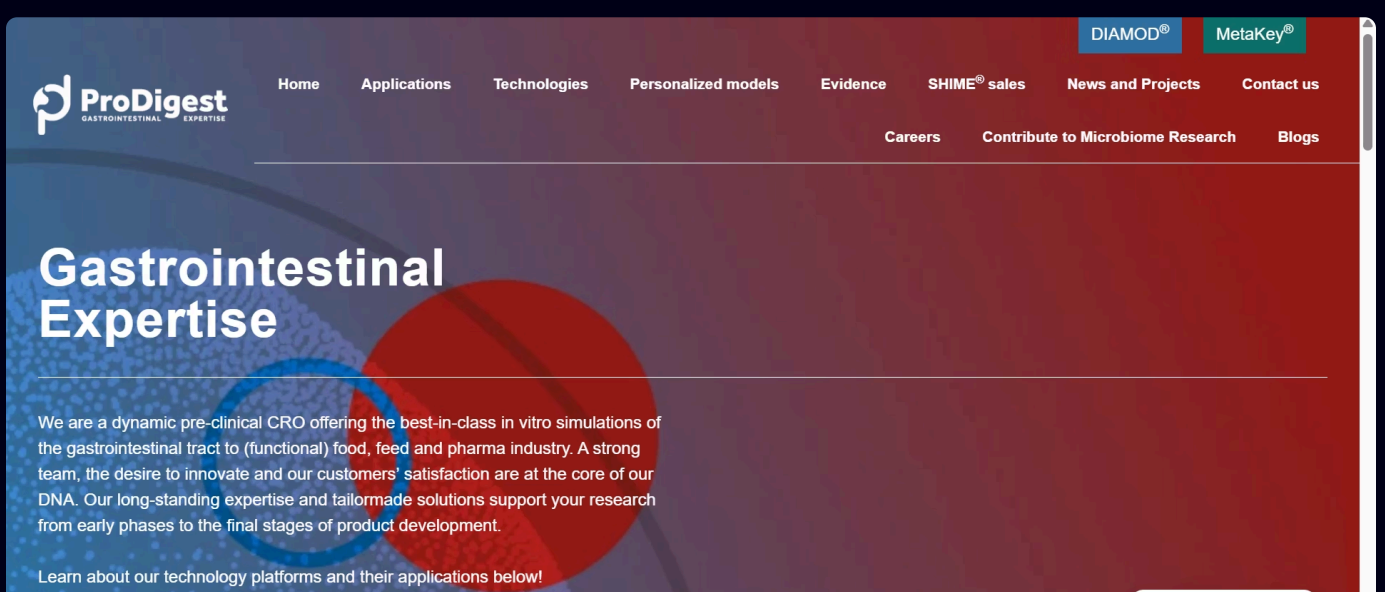
- Conducted a comprehensive SEO audit and implemented fixes for core site issues (structure, speed, indexing, internal linking).
- Optimised on-page SEO elements: metadata, heading structures, precise keyword mapping, and content hierarchy.
- Developed and managed a consistent blog and content engine to target high-intent keywords and user queries.
- Enhanced topical authority through strategic clustered content planning and execution.
- Launched targeted backlinking campaigns to strengthen domain authority and build trust signals.
- Implemented ongoing optimisation processes based on ranking movements and evolving search intent.

Key Deliverables

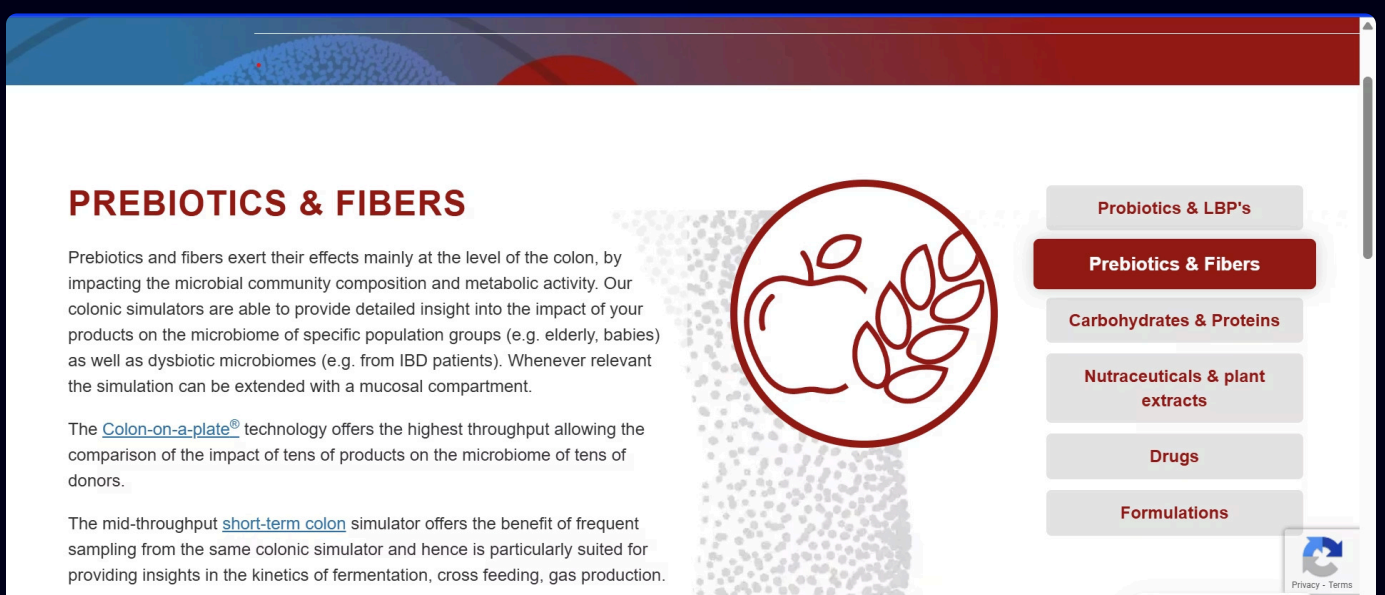
- End-to-end SEO strategy development and execution.
- Extensive website edits including technical and on-page optimisations.
- SEO-led blog and content creation for key subject areas.
- Metadata optimisation across all priority pages.
- Backlinking and domain authority building initiatives.



Organic Traffic Growth: Visual representation of the steady and significant increase in website visitors from search engines (Period of Jan)



Homa page Design: The home page was re-designed in a more user friendly format.



Structure Transformation: Increased the number of pages to give a better output in increasing SEO ranking.

Website: www.prodigest.eu

Impact & Results

Our integrated SEO approach delivered measurable success, significantly enhancing ProDigest's online presence and authority:

79%

Organic Traffic Increase

Substantial growth in visitors reaching the website directly from search engine results.

374

Keywords Ranked

A broad expansion in the number of unique keywords appearing in Google search results.

P2

Page 2 Rankings Achieved

Successfully secured Page 2 rankings for multiple target keywords within 12 months.

12x

Month ROI

Demonstrated significant return on investment within the first year of our partnership.

Stratton Brokerage & Advisory: Building a Foundation for Financial Growth

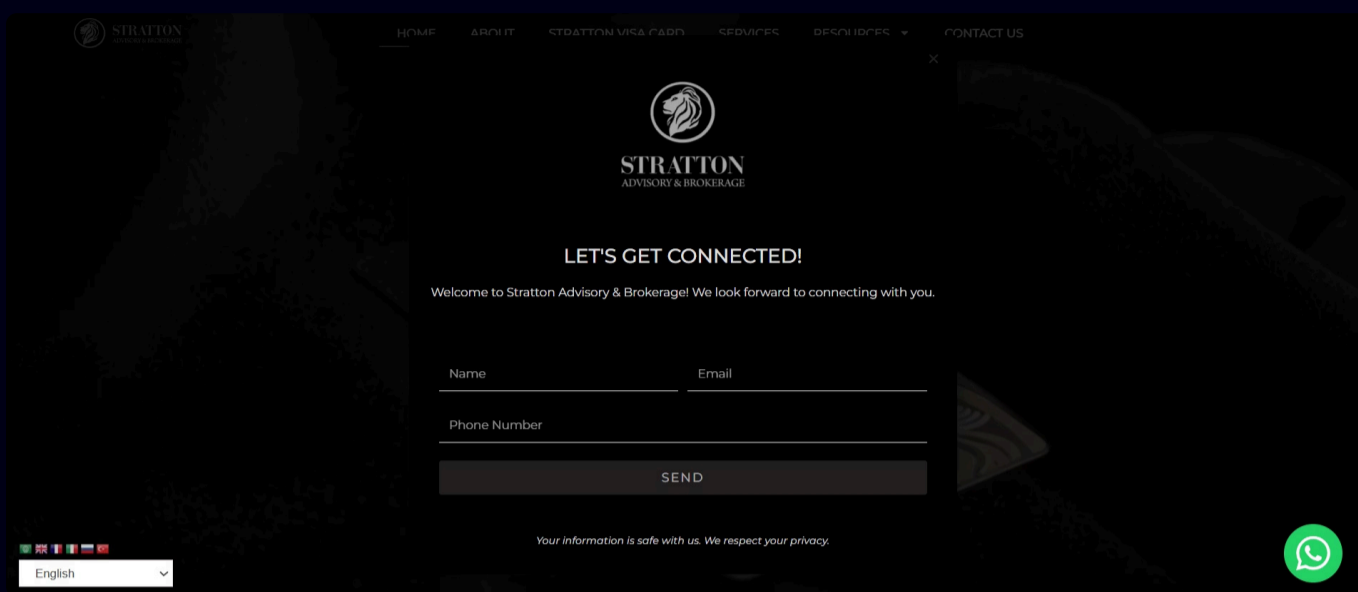
A comprehensive marketing overhaul for a financial investment firm, focusing on building trust, optimising conversion funnels, and establishing a consistent brand presence.

The Challenge

- Outdated website suffering from low trust and poor conversion rates.
- Complete absence of a performance marketing system to drive leads.
- Inconsistent company collateral and misaligned brand assets.
- Lack of a clear, unified marketing strategy.

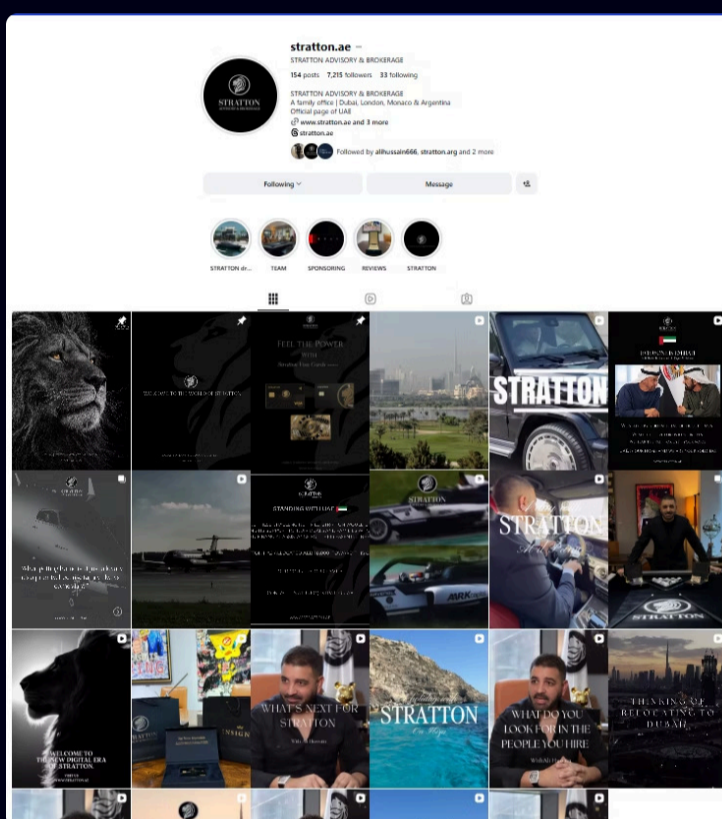
Our Solution

- Completely rebuilt the website, enhancing trust, clarity, and conversion pathways.
- Implemented SEO best practices, optimising key pages and site architecture for long-term organic visibility.
- Established a consistent social media presence with clear positioning and content direction.
- Developed core company assets and marketing collateral to bolster credibility.
- Created comprehensive brand guidelines for unified future design and communication efforts.
- Designed and launched performance marketing funnels specifically tailored for lead conversion.



Digital Transformation: A glimpse into the redesigned website, focusing on user experience and lead generation.

Website: www.stratton.ae



Consistent Social Presence: Overview of strategic content planning across social platforms.

Instagram: www.instagram.com/stratton.ae

Key Deliverables

<p>Website Revamp</p> <p>Full design and development for a modern, conversion-focused site.</p>	<p>SEO Strategy & Execution</p> <p>Optimisation for organic search ranking and visibility.</p>	<p>Content Strategy</p> <p>Creation of engaging social and web content with clear messaging.</p>	<p>Performance Marketing</p> <p>Setup of targeted funnels to drive lead conversions.</p>
<p>Brand & Collateral</p> <p>Development of guidelines and assets for unified brand identity.</p>			

Impact & Results

Our strategic interventions provided Stratton Brokerage & Advisory with a robust marketing foundation and tangible growth:

190

Keywords Ranked

Significant expansion in search visibility for relevant industry terms.

P2

Page 2 Rankings

Achieved for multiple high-value keywords, driving qualified traffic.

+110%

Traffic Increase

More than doubled website visitors within the first six months.

Mirchili: Rebuilding Digital Presence & Dominating Search

A deep dive into how we revitalised Mirchili's digital footprint after a major setback, restoring social media presence and achieving top Google rankings in the competitive Food & Restaurant industry.

Social Media Crisis

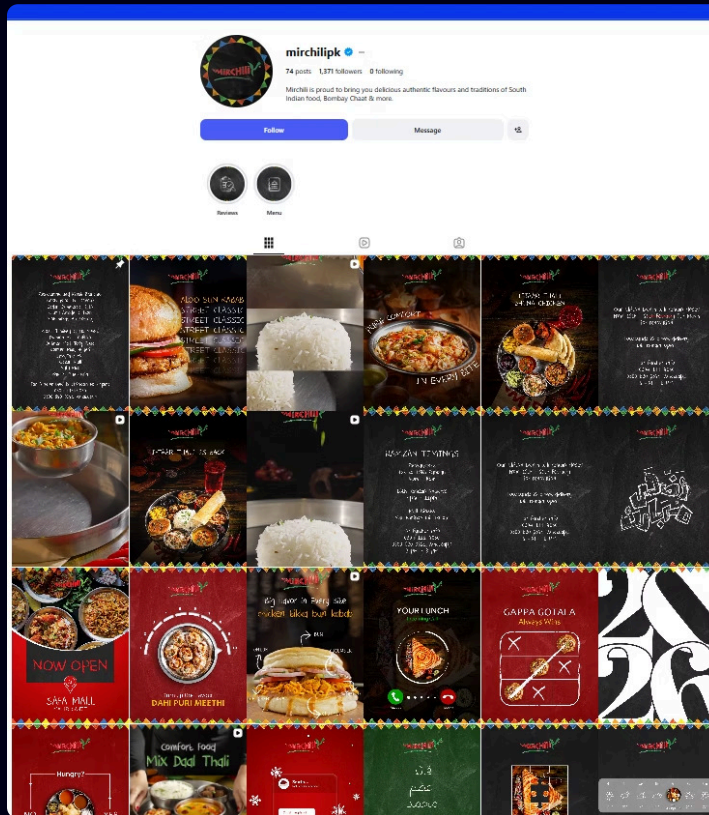
Presence wiped due to hacking, leading to lost momentum and eroded trust signals.

Inactive Website

Unoptimised for search or conversions, hindering online visibility and customer engagement.

Our Solution

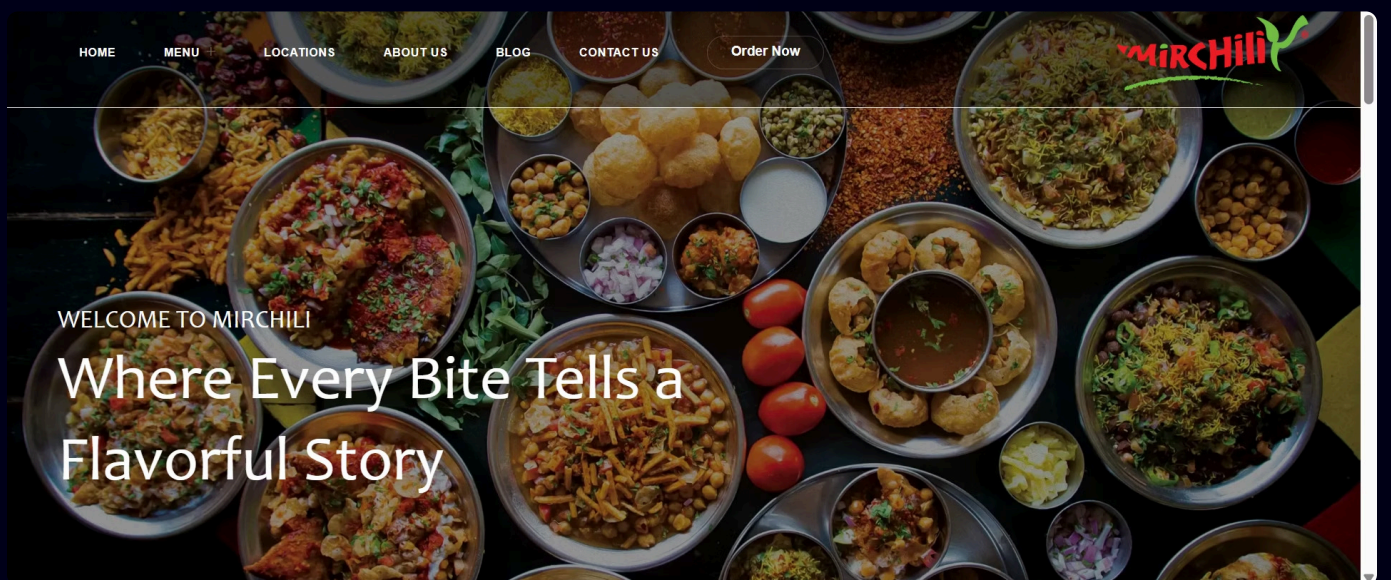
- Rebuilt social media presence from the ground up with a consistent content system.
- Built/relaunched the website with updated structure and enhanced user experience.
- SEO-optimised the website across technical and on-page fundamentals.
- Created blog content to build topical authority and target long-tail keywords.
- Implemented a combined organic SEO and paid support approach to accelerate visibility.
- Established ongoing optimisation based on keyword movement and search intent.



Revitalised Social Feed: A snapshot of the engaging, on-brand content that rebuilt Mirchili's social media presence.

Key Deliverables

- Comprehensive SEO strategy and execution.
- Social media creatives (static posts, reels, and a unified design system).
- Development of brand guidelines and visual consistency standards.
- Strategic content and growth planning.
- Targeted paid marketing support.



Website Transformation: A visual comparison highlighting the significant upgrade in website design and functionality.

Impact & Results

Our strategic interventions helped Mirchili not only recover from a digital setback but also achieve significant growth and market visibility:

1100

Keywords Ranked

Successfully secured visibility for a vast array of relevant search terms.

6

Average Position

Achieved an impressive average ranking position across key search queries.

P1

Page 1 Rankings

Secured highly coveted Page 1 positions for critical keywords, driving prime visibility.

+325%

Traffic Growth (5M)

More than quadrupled website traffic within just five months, demonstrating rapid recovery and expansion.

Dr. Fehmida's Aesthetic Clinic: Increasing Digital Presence in Aesthetics & Dermatology

A strategic digital marketing campaign for a leading aesthetics and dermatology clinic, focusing on targeted SEO, performance marketing, and region-specific messaging to boost authority and patient bookings across diverse markets.

Client Dr. Fehmida (MENA + Pakistan)	Goal <ul style="list-style-type: none"> Increase Google rankings in key markets. Build strong online authority for specialized treatments. Drive qualified patient bookings through performance marketing.
Industry Aesthetics & Dermatology	

The Challenge

Market Fragmentation

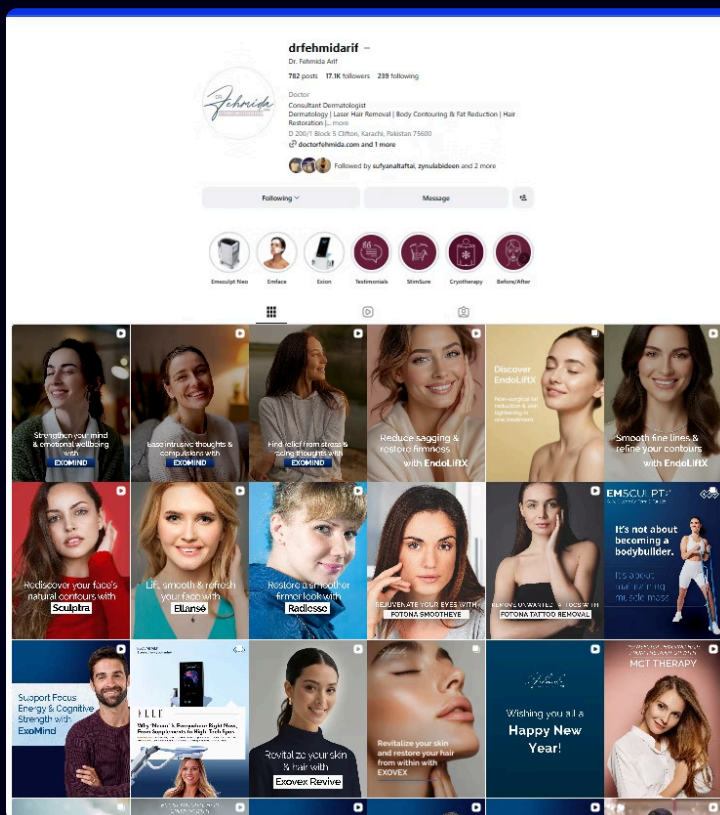
Navigating awareness across MENA and Pakistan with distinct mindsets and varying price expectations.

Undervalued Advantage

FDA-approved equipment and treatments were a significant differentiator but not effectively communicated to the target audience.

Our Solution

- Developed an SEO-led site structure focused on treatment intent and booking conversion.
- Created dedicated landing pages for each treatment to capture high-intent searches.
- Optimised on-page SEO across all services (metadata, structure, internal linking, content hierarchy).
- Implemented performance marketing campaigns to drive qualified leads and booking actions.
- Crafted market-specific messaging for MENA, highlighting the value of FDA-approved treatments in Pakistan compared to local costs.
- Established continuous optimisation based on search performance and lead quality.



Website: www.drfehmidar.com

Instagram: Drfehmidaarif

Key Deliverables

Strategy Development

Comprehensive positioning and funnel approach tailored to regional markets.

SEO Implementation

Full-scale SEO strategy and ongoing execution for organic visibility.

Performance Marketing

Setup and management of campaigns designed to maximise leads and bookings.

Creative Planning

In-depth research and development of market-specific messaging and visuals.

Impact & Results

Our strategic interventions provided Dr. Fehmida with a robust digital foundation and significant growth in patient engagement:

539

Keywords Ranked

Achieved significant visibility for a broad range of relevant treatment and condition search terms.

P1

Page 1 Rankings

Secured highly coveted top-page positions for critical, high-intent keywords.

+170%

Traffic Increase

Boosted website visitors, translating into more potential patient inquiries.

5

Average Position

Consistent top-tier average ranking across tracked keywords, ensuring strong search presence.

Be Well Bali: Building a Brand & Dominating Wellness Search in Bali

A full-service brand build and ongoing digital marketing partnership for a premium health and wellness clinic in Bali. From zero to a recognised name in the Bali wellness space — we built the brand, the website, and continue to manage all marketing.

Client	Goal
Be Well Bali (Bali, Indonesia)	<ul style="list-style-type: none"> Build brand identity and digital presence from scratch.
Industry	<ul style="list-style-type: none"> Drive organic traffic through SEO for high-intent wellness searches.
Health, Wellness & Medical Services	<ul style="list-style-type: none"> Generate consistent bookings via performance marketing. Grow and maintain an engaged social media following.

The Challenge

Starting from Zero

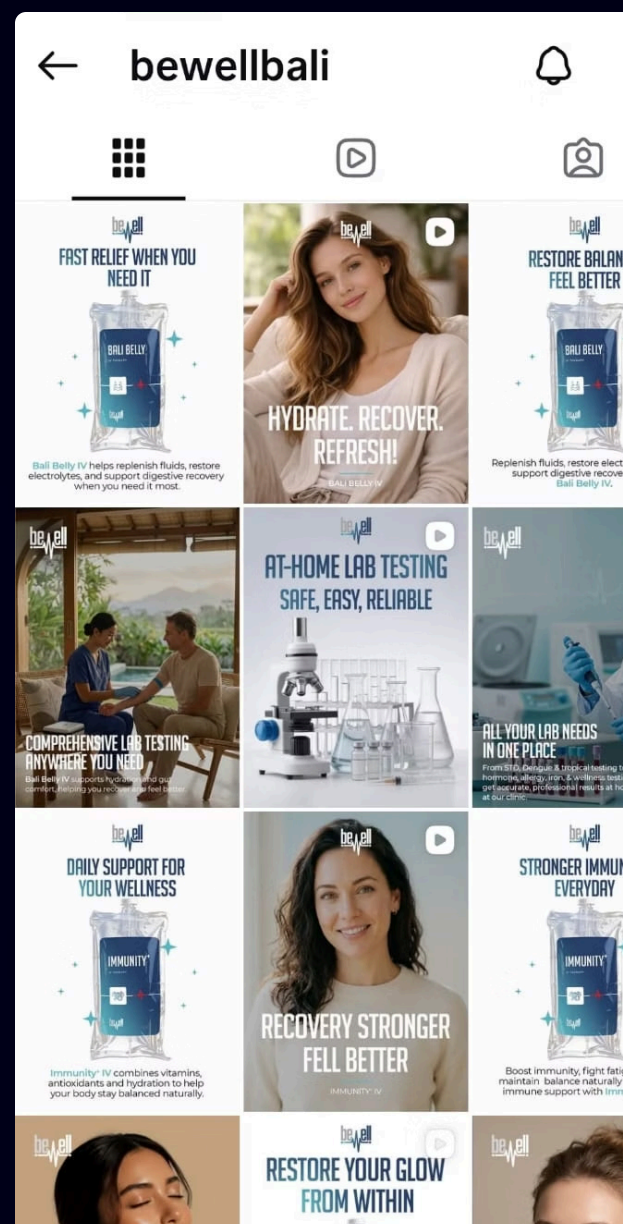
No brand recognition, no website, no social presence — everything needed to be built from the ground up in a competitive wellness market.

Highly Competitive Market

Bali's wellness and medical tourism space is saturated with established players, making differentiation critical from day one.

Our Solution

- Developed full brand identity including logo, colour palette, and tone of voice.
- Designed and built the website at www.bewellbali.com with SEO-optimised structure and service pages.
- Created dedicated landing pages for each IV therapy and wellness service to capture high-intent searches.
- Implemented comprehensive on-page and technical SEO across all service pages.
- Launched and manage ongoing performance marketing campaigns targeting tourists and expats in Bali.
- Built and manage the Instagram presence (@bewellbali) with consistent, high-quality content.



Website: www.bewellbali.com | Instagram: @bewellbali

Key Deliverables

Brand Identity

Full brand creation including logo, visual language, and messaging framework.

Website Development

Custom-built, SEO-optimised website with service-specific landing pages.

SEO Strategy

Ongoing keyword targeting, content optimisation, and technical SEO execution.

Performance Marketing

Paid campaign management driving bookings from tourists and expats.

Impact & Results

In just 12 months, Be Well Bali went from a blank slate to a recognised wellness brand with strong organic visibility and a growing loyal customer base.

480+

Keywords Ranked

Achieved strong organic visibility across IV therapy, wellness, and medical tourism search terms in Bali.

P1

Page 1 Rankings

Secured top-page positions for high-intent searches like "IV therapy Bali", "hangover drip Bali", and "wellness clinic Bali".

+210%

Organic Traffic Growth

Significant increase in website visitors from organic search within the first year of launch.

3.8x

ROAS on Paid Campaigns

Consistent return on ad spend across performance marketing campaigns targeting tourists and expats.

Padelverse: Launching Pakistan's Largest Padel Brand from the Ground Up

A full-service brand launch and ongoing digital marketing partnership for Padelverse — Pakistan's largest indoor padel facility with 7 world-class courts in Karachi. We built the brand, manage their SEO, run performance marketing, produce all content, and drive the community through events and collaborations.

Client	Goal
Padelverse (Karachi, Pakistan)	<ul style="list-style-type: none"> Build a bold, distinctive brand identity for Pakistan's first premium padel club.
Industry	<ul style="list-style-type: none"> Establish strong organic search presence for padel-related queries in Pakistan.
Sports, Leisure & Hospitality	<ul style="list-style-type: none"> Drive court bookings and memberships through performance marketing. Build a highly engaged community through events, content, and brand collaborations.

The Challenge

A Sport Nobody Knew

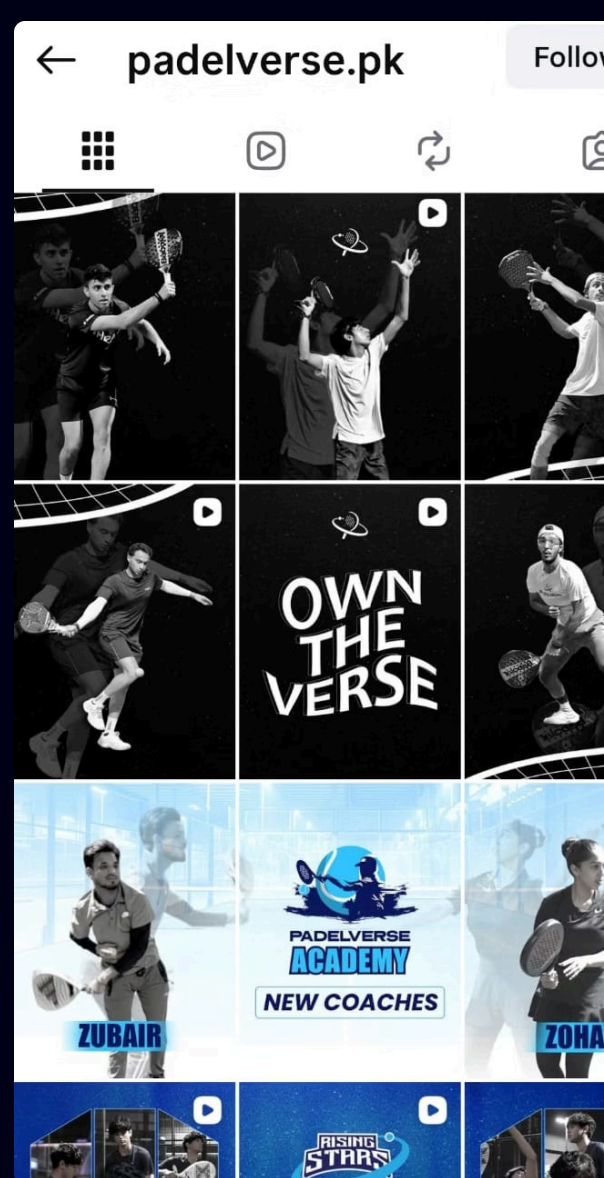
Padel was virtually unknown in Pakistan — the brand had to educate the market while simultaneously building desire and driving bookings.

Premium Positioning in a New Category

Competing for attention in a market with no established padel benchmark required creating the category standard from scratch.

Our Solution

- Developed the full Padelverse brand identity — logo, visual language, colour system, and brand voice.
- Built and manage the website at padelverse.net with SEO-optimised structure and court/event pages.
- Implemented comprehensive on-page and technical SEO targeting padel, sports, and leisure searches in Pakistan.
- Launched and manage ongoing performance marketing campaigns driving court bookings and memberships.
- Full event management support: pre-event promotion, on-site content capture, and post-production editing.
- Produce all social content including animations, reels, match highlights, and player spotlights.
- Manage brand collaborations with partners including Evergreen Café and Lords Pro Shop.
- Manage the Instagram presence (@padelverse.pk) with a consistent, high-energy content strategy.



Website: www.padelverse.net | Instagram: @padelverse.pk

Key Deliverables

Brand Identity

Full brand creation — logo, visual system, tone of voice, and brand guidelines.

Website & SEO

Custom-built website with ongoing SEO targeting padel and sports searches in Pakistan.

Performance Marketing

Paid campaigns driving court bookings, memberships, and event registrations.

Content Production

Animations, reels, match highlights, player spotlights, and event coverage.

Events & Collaborations

End-to-end event promotion, post-production, and brand partnership management.

Impact & Results

From a blank slate to Pakistan's most recognised padel brand — Padelverse now dominates padel search in Pakistan and has built one of the country's most engaged sports communities.

#1

Google Ranking

Ranks #1 for "padel court Karachi", "padel club Pakistan", and "padel Karachi" — the highest-intent searches in the category.

320+

Keywords Ranked

Organic visibility across padel, sports, leisure, and event-related search terms in Pakistan.

+340%

Organic Traffic Growth

Significant increase in website visitors from organic search since launch.

4.2x

ROAS on Paid Campaigns

Strong return on ad spend across court booking and membership campaigns.

18+

Events Produced

Tournaments, Americano nights, and social events fully managed, promoted, and produced end-to-end.

Built for Brands That Care About Quality

We work across diverse industries, adapting our creative and strategic approach to match each sector's unique demands, audience expectations, and business objectives.

REAL ESTATE

LUXURY

FMCG

HOSPITALITY

HEALTHCARE

E-COMMERCE

TECHNOLOGY

PROFESSIONAL SERVICES

We adapt our execution based on brand positioning and buyer intent. Premium brands require elevated creative standards. Performance-driven brands need measurable outcomes. Complex industries demand strategic clarity. Every engagement is tailored to the specific challenge, market context, and growth objectives.



Why Clients Choose Us

We're not the agency for everyone. We work best with ambitious brands that value strategic thinking, creative excellence, and transparent performance measurement.

Premium Visual Output

Global production standards meet local market understanding. Our creative work stands alongside international agencies whilst remaining cost-effective.

Strong Reporting & Optimisation

Transparent metrics, clear insights, and continuous improvement. You'll always know what's working, what's not, and what we're doing about it.

Strategy + Creative + Performance

One integrated team handling the full spectrum from brand positioning to performance optimisation. No handoffs, no miscommunication.

Senior-Level Communication

Direct access to strategic thinkers who understand your business. Clear, concise updates without the fluff or junior account management layers.

Fast, Reliable Delivery Systems

Production workflows built for speed without sacrificing quality. Consistent output, predictable timelines, dependable execution.

[60+]

Clients Served

[300+]

Projects Delivered

[15-20]

Days Average Turnaround

How We Work

Our process is designed for clarity, efficiency, and results. Each phase builds on the last, ensuring strategic alignment and flawless execution from brief to optimisation.

01

Discover

Deep dive into your business, audience, and competitive landscape

03

Production

Execute creative assets with quality control and brand consistency

05

Optimise

Continuous testing and refinement based on performance data

02

Strategy

Develop positioning, messaging, and creative direction frameworks

04

Launch

Deploy campaigns across channels with precision targeting

06

Report

Transparent insights showing what worked and what's next

Our Approach to Client Partnerships

Great work requires great collaboration. Here's how we structure our partnerships for maximum impact and minimum friction.



Collaborative, Not Transactional

We work as an extension of your team, not a vendor. Expect honest feedback, proactive recommendations, and shared commitment to your success.



Radical Transparency

You'll have visibility into our process, timelines, and performance at every stage. No surprises, no jargon—just clear communication.



Flexible Engagement Models

Project-based sprints, monthly retainers, or hybrid arrangements. We adapt to your needs and scale as your business grows.

What to Expect

- Initial discovery call to understand your goals and challenges
- Customised proposal outlining strategy, deliverables, and investment
- Dedicated project lead as your single point of contact
- Regular progress updates and performance reviews
- Ongoing optimisation based on results and market feedback



What Drives Our Work

These principles guide every decision we make, every campaign we build, and every client relationship we nurture.



Excellence Over Ego

The work speaks for itself. We're here to make you successful, not to win awards or boost our portfolio at your expense.



Results Over Activity

We measure success by outcomes, not output. A thousand posts mean nothing if they don't drive business value.



Clarity Over Complexity

Simple beats clever. We communicate in plain language and design systems that are easy to understand and execute.



Speed Without Sacrifice

Fast doesn't mean rushed. Our systems allow us to move quickly whilst maintaining the quality standards our clients expect.

The Code & Fable Difference

What sets us apart isn't just what we do—it's how we think about the work and the relationships we build with our clients.

Traditional Agencies

Siloed departments with handoff friction

Junior account managers as intermediaries

Creative divorced from performance metrics

Slow turnaround times and revision cycles

Reporting focused on vanity metrics

Premium pricing for overhead and process

Code & Fable

Integrated team with seamless collaboration

Direct access to strategic senior talent

Creative built with conversion in mind

Efficient production systems and clear timelines

Transparent metrics tied to business outcomes

Premium quality at competitive investment levels

Global Standards. Local Insight.

Based in Karachi with a global perspective, we understand both international best practices and regional market nuances—giving our clients a distinct competitive advantage.

Why Our Location Matters

Pakistan's creative industry is experiencing a renaissance. World-class talent, competitive rates, and deep understanding of both MENA and global markets make us uniquely positioned to serve ambitious brands.

We've built systems that rival international agencies whilst remaining accessible and responsive. Our team combines international training with local market expertise, delivering work that resonates across cultures and borders.

Regional Expertise

Deep understanding of market dynamics, cultural nuances, and consumer behaviour patterns

Global Execution

Production standards and strategic frameworks that meet international brand requirements

Cost Efficiency

Premium quality without the premium price tag of London, Dubai, or New York agencies

Ready to Start a Conversation?

Whether you're launching a new brand, scaling an existing one, or looking for a creative partner that delivers both beauty and results—let's talk.

What Happens Next

01

Initial Discovery Call

30-minute conversation about your goals and challenges

02

Strategic Proposal

Customised approach with clear deliverables and investment

03

Kickoff & Execution

Once aligned, we move quickly to deliver results



No pressure. No long sales cycles. Just a straightforward conversation about whether we're the right fit for your brand's next chapter.