

# Animation

## The Global Animation and Graphics Landscape

The animation industry is an integral component of the global entertainment and technology sectors, driving innovation and creativity across various fields and transforming the way visual content is created and consumed. From video games to movies, education to medicine, engineering to architecture, animation enhances communication and user engagement.



With over 2.5 billion people consuming animated content worldwide, the industry continues to thrive. The global animation market is estimated to be worth over USD 400 billion in 2024, with projections to reach USD 597 billion by 2029, growing at a CAGR of 5%.<sup>1</sup> This growth is driven by advancements in technology, increasing demand for high-quality visual content, and the proliferation of digital platforms.

The entertainment industry holds a 31.2% share of the animation market, largely due to feature films.<sup>2</sup> North America leads in animation revenue and content consumption. However, the Asia Pacific region is expected to experience the highest growth rate in the coming years, while the Middle East, Latin America, and Africa are projected to see moderate growth.

<sup>1</sup> Laura Carallo, *Global animation market value 2020-2030* | Statista. (2024, August 03). Retrieved from <https://www.statista.com/statistics/817601/worldwide-animation-market-size>

<sup>2</sup> Team, A. (2022, June 14). *Animation market size to hit \$642.2 billion by 2030* - Retrieved from <https://www.animationxpress.com/animation/animation-market-size-to-hit-642-2-billion-by-2030>



## Evolution of Animation

In 1895, Alfred Clark created what is commonly accepted as the first-ever motion picture special effect. While filming a reenactment of the beheading of Mary, Queen of Scots. As the executioner brought the axe above his head, Clark stopped the camera, swapped the actor for a dummy, and then resumed filming to create the illusion of decapitation. Techniques like these would dominate the production of special effects for a century.<sup>3</sup>

In the early 20th century, visual storytellers began creating animated short films. In 1908, French cartoonist Emile Cohl created the first fully animated film named *Fantasmagorie* using some 700 drawings.<sup>4</sup> In 1917, the first feature-length animation, *El Apóstol*, was released in South America; it was a 70-minute, 14 frames per second political satire, deemed excellent by viewers, but its only copy was lost in a fire.<sup>5</sup> The Walt Disney Company, founded in 1923, pioneered hand-drawn animation with Mickey Mouse (1928), achieving early success. This was solidified by the 1937 release of *Snow White and the Seven Dwarfs*, the first feature-length animated film. Disney continued its success with major films like *Cinderella* (1950), *Alice in Wonderland* (1951), and *Peter Pan*



(1953), cementing Disney's industry dominance. In the 1930s, Warner Bros introduced the iconic Looney Tunes animated series, bringing to life beloved characters like Bugs Bunny and Daffy Duck.<sup>6</sup> In 1940, Hanna-Barbera introduced the iconic hand-drawn slapstick comedy, *Tom and Jerry*. Hanna-Barbera continued with hits like *The Flintstones* in 1959, and *The Jetsons* in 1962.<sup>7</sup>

The journey of computer animation began in the 1940s and 1950s when pioneers experimented with computer-generated imagery (CGI). John Whitney achieved one of the first significant milestones in 1961 with his computer-animated film *Catalog*.<sup>8</sup> Around the same time, advertisements and music videos also started incorporating animation. The 1970s introduced more advanced techniques, such as wireframe models and keyframe animation. The 1980s marked a breakthrough with the release of *Tron* (1982), one of the first feature films to extensively use CGI.<sup>9</sup> Concurrently, Disney achieved critical acclaim and box office success with animated classics like *The Little Mermaid*, (1989) *Beauty and the Beast*, (1991) and *The Lion King* (1994).

Studio Ghibli, founded in 1985 won acclaim for anime films such as *My Neighbor Totoro*, (1988).<sup>10</sup> Later popular works include *Princess Mononoke* (1997), *Spirited Away* (2001) and *The Boy and the Heron* (2023). Another notable success is Industrial Light & Magic (ILM), setting new CGI standards in films like *Jurassic Park* (1993) and the *Star Wars* series.<sup>11</sup>

However, it was Pixar's (acquired by Disney in 2006) *Toy Story* in 1995, the first feature-length film entirely created with CGI, that demonstrated the potential of CGI to create engaging and emotionally resonant stories, setting a new standard for the industry.<sup>12</sup> Previously, animated movies primarily targeted children under nine internationally. However, with the emergence of shows like *The Simpsons* (1989) and *Family Guy* (1999), there has been a significant shift, with content targeting audiences of all ages. The 2000s marked the emergence of 3D animation, with *Shrek* By Dreamworks animation winning the first Academy Award for Best Animated Feature in 2001. Blockbusters like *Avatar* (2009) and later *Frozen* (2013) became cultural phenomena, and were followed by the success of *The Lion King* (2019). Advertisers leverage computer animation to create eye-catching and memorable commercials. Animated ads can simplify complex messages and create appealing visuals that resonate with audiences. Brands like Coca-Cola and Nike frequently use animation in

their advertising campaigns to stand out in a crowded market. Some of the most impressive animated ads include those for Google Project Sunroof, Nespresso on Ice, Cadbury, Nike Air, and Coca-Cola (which also utilizes AI).<sup>13</sup>

Even beyond entertainment and advertising, computer animation is employed in various fields such as education, medicine, engineering, architecture and defense. Educational animations help explain complex concepts in an easily digestible format, while medical animations provide detailed visualizations of biological processes. In architecture, animations allow clients to visualize building designs before construction begins and offer virtual tours. In manufacturing and engineering, animation is used for product design and prototypes; in the automotive industry, for design, safety simulations, and advertisements; in finance and banking, for explainer videos and data visualizations; in retail and e-commerce, for product demos and virtual fitting rooms; and in science and research, for scientific visualizations and simulations.



*Animation is not the art of drawings that move but the art of movements that are drawn.*  
- Norman McLaren, Scottish Canadian animator, director and producer

*Animation can explain whatever the mind of man can conceive.*  
- Walt Disney

*Good advertising does not just circulate information. It penetrates the public mind with desires and belief.* - Leo Burnett'

<sup>3</sup> *The Execution of Mary, Queen of Scots (Short 1895)* □ 6.6 | *Short, History*. (2024, August 19). Retrieved from <https://www.imdb.com/title/tt0132134>

<sup>4</sup> Popova, M. (2022). *The Atlantic*. Retrieved from <https://www.theatlantic.com/entertainment/archive/2011/07/before-walt-disney-5-pioneers-of-early-animation/241448>

<sup>5</sup> nyfa, & nyfa. (2023). *The History of Animation: Celebrating Disney's 100 Years of Stories*. NYFA. Retrieved from <https://www.nyfa.edu/student-resources/quick-history-animation>

<sup>6</sup> WarnerBros.com | *Looney Tunes* | Brands. (2024, July 03). Retrieved from <https://www.warnerbros.com/brands/looney-tunes>

<sup>7</sup> WarnerBros.com | *Hanna-Barbera* | Brands. (2024, July 03). Retrieved from <https://www.warnerbros.com/brands/hanna-barbera>

<sup>8</sup> *Light Cone - John WHITNEY*. (2024, August 03). Retrieved from <https://lightcone.org/en/filmmaker-342-john-whitney>

<sup>9</sup> Lisberger, S., & MacBird, B. (1982). *Tron*. IMDb. Retrieved from <https://www.imdb.com/title/tt0084827>

<sup>10</sup> *The Studio Ghibli Collection*. (2024, August 03). Retrieved from <https://ghiblicollection.com>

<sup>11</sup> *Industrial Light & Magic*. (2024, March 04). Retrieved from <https://www.ilm.com>

<sup>12</sup> *Toy Story (1995) - Awards - IMDb*. (2024, August 03). Retrieved from <https://www.imdb.com/title/tt0114709/awards>

<sup>13</sup> Benjamin Barnhart. *12 animated ads that make an art form out of advertising* (2023, November 29). Retrieved from <https://www.linearity.io/blog/animated-ads>



## The Animated Realm

The animation and graphics industry encompasses a diverse range of players. Major studios like Disney, Warner Bros, DreamWorks, and Studio Ghibli are known for their high-quality animated films and series. VFX companies such as Industrial Light & Magic and Weta Digital have contributed to the success of blockbuster movies with groundbreaking visual effects. Tech giants like Adobe, Autodesk, Unity Technologies and Unreal Engine provide the tools and platforms essential for creating animated content. These companies continuously innovate, offering solutions that streamline the animation process and enhance creative capabilities.

The rise of streaming platforms has skyrocketed the demand for original animated content, with companies like Netflix, Amazon Prime, and Disney+ investing heavily in animated series and films.

## Animating the Future

Technological advancements have continually revolutionized the animation industry, from the transition from 2D to 3D animation to the advent of motion capture technology. Similarly, the future of animation and graphics is set to be defined by several key trends.

The integration of Virtual Reality (VR) and Augmented Reality (AR) into animation expands storytelling possibilities and engages audiences through immersive, interactive experiences beyond traditional screens. VR experiences allow viewers to immerse themselves in animated worlds, while AR applications bring animated characters and objects into the real world. Interactive storytelling is also

## Pakistan's Animation Industry is Sketching New Horizons



*The secret of getting ahead is getting started.*  
- Lewis Carroll, *Alice in Wonderland*

gaining popularity in animation. Viewers can now choose their adventure in animated narratives, making each experience unique.

The use of artificial intelligence (AI) in animation and graphics is another emerging trend. AI can automate various aspects of the animation process, such as character rigging and motion capture, animation of crowd scenes, and even lip-syncing, reducing production time and costs. Additionally, AI-driven tools can enhance creativity by generating new character designs, storylines, and visual effects.

Advances in real-time rendering technologies are enabling the creation of animations that can be rendered instantly. This is particularly useful for interactive media and live broadcasts. The pursuit of hyper-realism in animation continues to push the boundaries of what is possible.

Blockchain technology is changing how animators distribute and monetize their work. Non-Fungible Tokens (NFTs) are being used to establish ownership and authenticity of digital animations, allowing creators to sell their work directly to collectors.

Pakistan's animation industry is on a promising trajectory, fueled by a growing pool of talented artists and increasing recognition on the international stage. Pakistan's animation market is expected to grow at a CAGR of 15% from 2024 to 2029, driven by investments in education, technological advancements, and government support. As of 2024, Pakistan's animation industry is valued at over USD 100 million.<sup>14</sup>



<sup>14</sup> 6Wresearch. (2024, July). Pakistan 3D Animation Market (2024-2030) Outlook | Trends, Growth, Value, Share, Revenue, Forecast, Size, Industry, Companies & Analysis. Retrieved from <https://www.6wresearch.com/industry-report/pakistan-3d-animation-market>

## Key Milestones and International Recognition

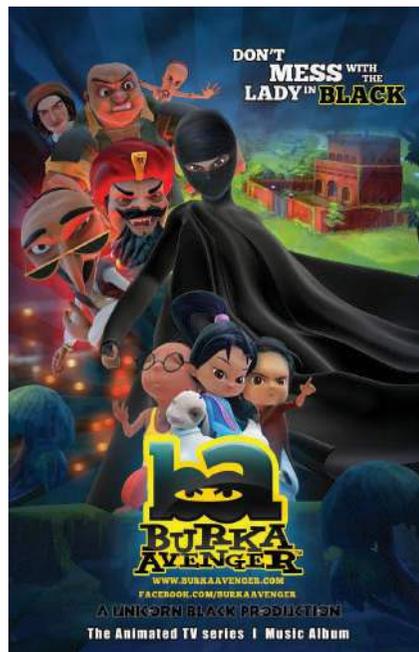
Pakistan's animation and graphics industry has made significant strides in recent years producing acclaimed content, gaining international recognition.

One of the earliest animations, broadcast in the 1980s, the Ding Dong (by Hilal) advertising campaign showcased a catchy jingle and an animated cat character to promote the chewing gum brand. The commercial swiftly became a cultural phenomenon and turned Ding Dong into a household name.

In 2005, Commander Safeguard by Post Amazers, became the first animated children's series in Pakistan. Initially, it was an ad campaign for P&G soap and became so popular that it was dubbed and aired in the Philippines, Mexico and Kenya after its success in Pakistan. The show features a superhero battling germs led by the antagonist Dirtto and has made a substantial impact in advancing children's health education through animation.



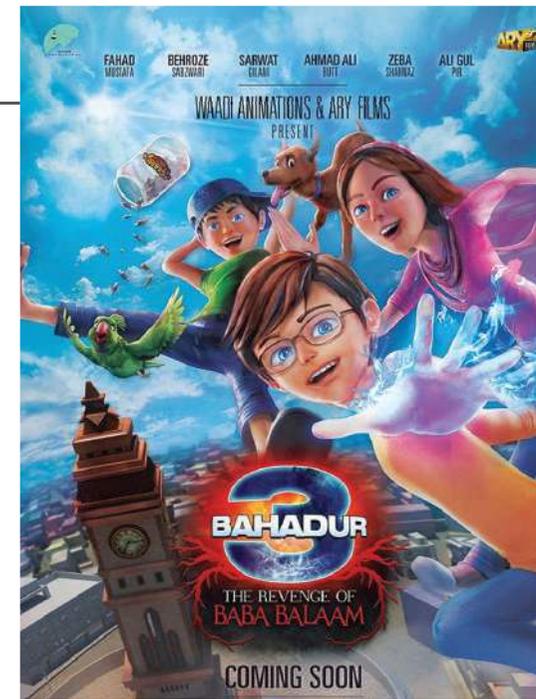
Around the same time, Milkateer, was created by Sharp Image for Tetra Pak Pakistan. It has won several awards, including the Animation Society of India's Viewer's Choice Award in 2008, the Bronze Award for Animation at the 2009 Phoenix Film Awards in Singapore, and the Federation of Indian Chambers of Industry and Commerce-Best Animated Frames Award in 2011.<sup>17</sup>



Burka Avenger (2013),<sup>18</sup> produced by Unicorn Black, gained global acclaim. It was named by Time magazine as one of the most Influential characters of 2013.<sup>19</sup> It promotes social justice themes and girls' education.

Similarly, Quaid Se Baatein, by Wakhra Studios is a Pakistani animated series about a young girl named Zainab who solves problems by recalling the words and actions of Quaid-e-Azam to inspire Pakistani children. The show has two seasons and aims to spread important messages, such as peace and patriotism, among the youth.

In 2015, Pakistan's first animated feature film, 3 Bahadur, produced by Waadi Animations, became the highest-grossing animated film in Pakistan at the time of its release. 3 Bahadur's success led to the release of a sequel, 3 Bahadur: The Revenge of Baba Balaam (2016), achieving over USD 1 million in combined gross earnings.<sup>20</sup>



Team Muhafiz is a social impact comic series featuring a diverse group of young heroes addressing various social issues in their community. It was produced by ISPR and Geo Productions in collaboration with AzCorp Entertainment.<sup>21</sup>

The Donkey King<sup>22</sup> (2018), produced by Talisman Studios and Geo Films, is a computer-animated comedy film that became Pakistan's highest-grossing animated feature film, grossing around USD 1 million. It was the first Pakistani film dubbed into ten languages for multiple international theatrical releases.



<sup>15</sup> Ltd., P., & Account, M. (2021). Hilal Foods | DING DONG. Hilal Foods. Retrieved from <https://hilalfoods.com.pk/ding-dong>

<sup>16</sup> Commander Safeguard (TV Mini Series 2005–) □ 8.6 | Animation, Action, Adventure. (2024, August 06). Retrieved from <https://www.imdb.com/title/tt8589560>

<sup>17</sup> Milkateer (TV Mini Series 2004–) □ 7.2 | Animation. (2024, August 06). Retrieved from <https://www.imdb.com/title/tt2816464>

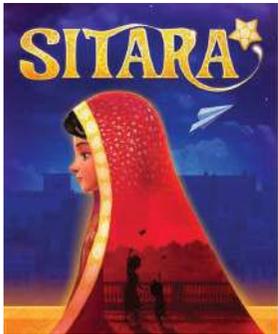
<sup>18</sup> Burka Avenger (TV Series 2013–2016) □ 7.8 | Animation, Action, Adventure. (2024, August 06). Retrieved from [https://www.imdb.com/title/tt3091810/?ref\\_=nv\\_sr\\_srsq\\_o\\_tt\\_5\\_nm\\_3\\_in\\_o\\_q\\_burka%2520a](https://www.imdb.com/title/tt3091810/?ref_=nv_sr_srsq_o_tt_5_nm_3_in_o_q_burka%2520a)

<sup>19</sup> The 11 Most Influential Fictional Characters of 2013. (2024, August 06). Retrieved from <https://poy.time.com/2013/12/09/the-11-most-influential-fictional-characters-of-2013/slide/burka-avenger>

<sup>20</sup> 3 Bahadur: The Revenge of Baba Balaam (2016) □ 6.1 | Animation, Action, Adventure. (2024, August 06). Retrieved from <https://www.imdb.com/title/tt5339376/>

<sup>21</sup> HarPal Geo. (2024, August 06). Retrieved from <https://harpalgeo.tv/program/Team-Muhafiz>

<sup>22</sup> Milkateer (TJanson, J., Jindani, A., & Khimani, K. (2020). The Donkey King. IMDb. Retrieved from <https://www.imdb.com/title/tt10518240>



Sitara<sup>23</sup> (2019), produced by Waadi Animations, is a poignant movie about child marriage. It was the first Pakistani animated film released and distributed by Netflix USA, winning three awards at the 2019 Los Angeles Animation Festival: Best Produced Screenplay, Best Music Score, and the Humanitarian Award. Waadi Animations is also working on the upcoming Star Wars film, scheduled for release in 2026.

Allahyar and the Legend of Markhor<sup>24</sup> (2018), produced by 3rd World Studios, also became immensely popular with its wildlife conservation theme.

Shehr-e-Tabassum (City of Smiles)<sup>25</sup> (2020) and Swipe<sup>26</sup> (2021) are animated films produced by Puffball Studios that address dystopian themes through powerful storytelling. Shehr-e-Tabassum depicts a society where emotions are strictly controlled, while Swipe explores the consequences of a digital app that allows users to condemn people to death with a swipe. These projects highlight social and political issues in Pakistan, using animation to engage audiences and provoke thought. Swipe has been selected for the world's oldest and most prestigious animation festival, the Annecy International Animation Festival. It has also been selected for the AnimaFest Zagreb 2021, the second oldest animation festival in the world.

Recently, The Glassworker (2024),<sup>27</sup> by Mano Animation Studios, marks a significant achievement for Pakistani cinema. As Pakistan's first 2D hand-animated feature film, it tells a story of art, love, and war, inspired by Studio Ghibli. The Glassworker gained acclaim at several prestigious festivals, including the Cannes Film Festival and the Annecy International Animation

Film Festival, where it received rave reviews and a standing ovation. The Chronicles of Umro Ayyar<sup>28</sup> (2024), produced by Ingenuity Productions, follows the adventures of the trickster hero Umro Ayyar and was showcased at the 77th Cannes Film Festival via the Cannes Film Market's Cinando platform. In Pakistan, the number of 3D format screens—popular for both animated and live-action movies—is increasing at a faster pace, growing by 17% (compared to 15 percent two years ago). Globally, 3D screens account for 56 percent of total cinema screens.<sup>29</sup>

In recent years the use of native animation industry has grown manifold in advertising and short movie projects such as 'Mr Jeem', 'Baankey Mian' and 'Dettol Warriors' to name a few.



1	PostAmazers	Commander Safeguard, Sim Sim Hamara
2	Unicorn Black	Burka Avenger, Planet Champs
3	Talisman Studios	The Donkey King
4	3rd World Studios	Allahyar and the Legend of Markhor
5	Waadi Animations	3 Bahadur, Sitara
6	Wakhra Studios	Quaid Se Baatein
7	MindWorks Animation Studios	The Glassworker
8	Puffball	Shehr-e-Tabassum, Swipe
9	Ingenuity Productions	The Chronicles of Umro Ayyar

## Excellence of Individual Pakistani Animators

Several Pakistani animators and visual effects artists have achieved remarkable success in the global industry: In 1996, Muqem Khan was the first Pakistani visual effects artist in Hollywood, known for his work on Flubber, George of the Jungle, and Armageddon.<sup>30</sup>

Mir Zafar Ali became the first Pakistani to win an Oscar for Best Visual Effects for The Golden Compass. Ali has since received two more Academy Awards for Life of Pi (2012), and Frozen (2013). His other works include visual effects for The Day After Tomorrow, Spider-Man 3, and Ghost Rider.<sup>31</sup>



Hameed Shaukat won an Emmy Award for Outstanding Main Title Design for Game of Thrones in 2011. Asim Fida Khan and Shehryar Hydari have made significant contributions to global animation, working on projects like Harry Potter and the Deathly Hallows, Snow White and the Huntsman, X-Men: First Class, Mummy, and Frozen. Their work also includes advertisements for major brands such as Audi, Nike, and Lexus, Sega and Blackberry to name a few.<sup>32</sup>

Laraib Atta is a pioneering Pakistani female animation artist who has worked on blockbuster films including X-Men: Days of Future Past,

<sup>23</sup> Obaid-Chinoy, S. (2020). Sitara: Let Girls Dream. IMDb. Retrieved from <https://www.imdb.com/title/tt11064862>

<sup>24</sup> Allahyar and the Legend of Markhor (2018) □ 72 | Animation, Adventure, Family. (2024, August 06). Retrieved from <https://www.imdb.com/title/tt7955106/>

<sup>25</sup> City of Smiles (Short 2020) □ 75 | Animation, Short, Sci-Fi. (2024, August 06). Retrieved from <https://www.imdb.com/title/tt13723512/>

<sup>26</sup> Swipe (Short 2020) □ 79 | Animation, Short, Thriller. (2024, August 06). Retrieved from <https://www.imdb.com/title/tt13932558>

<sup>27</sup> O'Shea, M., & Rizaz, U. (2024). The Glassworker. IMDb. Retrieved from <https://www.imdb.com/title/tt5986440>

<sup>28</sup> The Chronicles of Umro Ayyar | Animation, Adventure, Family. (2024, August 06). Retrieved from <https://www.imdb.com/title/tt16966542/>

<sup>30</sup> Abid, A. (2015). Meet the first Pakistani visual effects artist in Hollywood. Express Tribune. Retrieved from <https://tribune.com.pk/story/950709/meet-muqem-khan-first-pakistani-visual-effects-artist-in-hollywood>

<sup>31</sup> Abid, A. (2015). Meet the first Pakistani visual effects artist in Hollywood. Express Tribune. Retrieved from <https://tribune.com.pk/story/950709/meet-muqem-khan-first-pakistani-visual-effects-artist-in-hollywood>

<sup>32</sup> APP (2017). Pakistan IT industry hits international markets. Geo News. Retrieved from <https://www.geo.tv/latest/147560-pakistan-it-industry-hits-international-markets>

Godzilla, Mission: Impossible - Enter paragraph after Doctor Strange.<sup>33</sup>

The Pakistani government is actively working to enhance its animation industry. In August 2022, an animation studio was established at the National Incubation Centre Karachi, funded by the Ministry of IT and Telecommunication (MoITT). A Centre of Excellence (CoE) is also being set up in Karachi with over \$7 million allocated for its development,<sup>34</sup> including facilities for animation, VFX, and game development.



The animation industry in Pakistan continues to grow, nurturing a new generation of animators, with talented artists and storytellers pushing boundaries and creating content that resonates with both local and global audiences.

Educational institutions in Pakistan are increasingly offering programs in animation and graphics, recognizing the potential of this creative field. Universities like the National College of Arts (NCA) and the Indus Valley School of Art and Architecture (IVS) provide specialized courses in animation, game design, and multimedia arts.

Animation Category		Companies
1.	Animation Production Studio	Post Amazers, Unicorn Black, Talisman Animation Studios, Waadi Animations, 3rd World Studios, Puffball Studios, Ingenuity Productions, Mano Animation Studios
2.	Gaming and Interactive Studios	Dream Valley Animation, TorqLabs, Moogle Studio
3.	Content and Advertising Studios	Studio Rokhan, Wakhra Studios, Moonshot Animation, Animation Builders, KidsLand Studio, Ideas An
4.	Visual Effects (VFX) Studios	Sharp Image, ICE Animations, Bridge Animations, Lucid Studios
5.	Hybrid and Miscellaneous	The Crew Films, Bizarre Studios



## Unicorn Black

Unicorn Black is a multi-award winning and internationally reputed animation and transmedia production company. Unicorn Black's pioneering project is the critically acclaimed 3D animated TV series Burka Avenger that has made headlines worldwide.

Unicorn Black's world-class production studio comprises top Pakistani talent including artists, animators, musicians, directors, graphic designers and other production staff. The company has produced a variety of high-quality projects, including on-location shoots in Hollywood, Mumbai, Egypt, the UK, and Pakistan.

Burka Avenger, their flagship work, is a Pakistani animated TV series. Over its four-season run (2013-2016), Burka Avenger captivated audiences with its compelling narrative centered on Jiya, a mild-mannered schoolteacher who transforms into the superheroine Burka Avenger by night. The series has been lauded for its strong emphasis on female empowerment and education, earning widespread acclaim and numerous accolades. Among its most

notable achievements, Burka Avenger received the prestigious Peabody Award and the Prix Jeunesse International Gender Equity Prize. It was also an International Emmy nominee, won the Asian Media Awards for Best TV Show, the Rising Star Award at the Canada International Film Festival, and the Award of Merit at the Accolades Global Film Festival.

The series' success in Pakistan paved the way for international broadcasts in countries such as Afghanistan, India, and Indonesia. The show has been dubbed into various languages, including Turkish, Arabic, Tamil, Pashto, and Persian, further extending its reach and influence. In 2013, Time magazine recognized Burka Avenger as one of the Most

<sup>33</sup> Desk, E. (2022). Visual effects wizard Laraib Atta s most recent blockbuster project was Doctor Strange. Express Tribune. Retrieved from <https://tribune.com.pk/story/2356804/visual-effects-wizard-laraib-attas-most-recent-blockbuster-project-was-doctor-strange>

<sup>34</sup> Telecommunication, M. O. I. T. &. (2024, August 06). MINISTRY OF INFORMATION TECHNOLOGY & TELECOMMUNICATION. Retrieved from <https://moitt.gov.pk/NewsDetail/N2YxMjQ5ZmEYzmxM2YyZjJLTk1YjgtZGUxMTBhM2QxM2Rk>

Influential Fictional Characters, underscoring its global resonance and cultural significance.<sup>35</sup>

One of the notable initiatives stemming from the success of Burka Avenger is a free online animation program launched for 100 students, enabling them to learn from the show's creator, Haroon Rashid. This program exemplifies the show's commitment to education and empowerment, providing young people with valuable skills and opportunities in the field of animation.

Following the success of Burka Avenger, Unicorn Black introduced Planet Champs, a new 3D animated TV series focusing on environmental issues. The series features superhero siblings Shanzay and Shazil, who combat villains harming the environment. Each episode addresses a different environmental challenge, aiming to inspire youth to take proactive steps in protecting the planet. With 10 episodes, Planet Champs continues the legacy of Burka Avenger by blending entertainment with important social messages.



**Notable Projects**

- ▶ Burka Avengers
- ▶ Planet Champs
- ▶ Freddie Fiction



<sup>35</sup> The 11 Most Influential Fictional Characters of 2013. (2024, August 06). Retrieved from <https://pop-time.com/2013/12/09/the-11-most-influential-fictional-characters-of-2013/slide/burka-avenger>

**TALISMAN**

**Talisman Animation Studios**

Talisman Animation Studio is an award-winning 3D animation and VFX studio, renowned for producing original intellectual property content, collaborating as minority partners, and offering comprehensive work-for-hire services. With over 75 projects delivered and 5 currently in production, Talisman Animation Studio's production quality rivals international studios. Their services encompass a wide range of offerings including 2D/3D animation, animated films, animated business videos, post-production services like retouching, compositing, editing, and VFX, as well as feature films and TV commercials.



They are celebrated for creating The Donkey King, Pakistan's highest-grossing animated film,



which has been dubbed in over nine languages and released in more than 13 countries. After the phenomenal success of The Donkey King, which topped Pakistan's box office and achieved critical and commercial success in 10 countries, Talisman Animation Studio has garnered international acclaim. The film premiered in the UK and the USA with English voiceovers, and its English version is available on Amazon Prime Video. The studio's strategic efforts led

to a Chinese release in 2021, making it accessible in Mandarin. The movie's Korean version ruled over 200 cinemas in South Korea. Additionally, The Donkey King became the first Pakistani 3D animated movie to have a commercial release in Spain and the Russian Federation.

The studio has also produced notable animated ads for brands such as Prince Biscuit, Express Power, and Bisconni Cocomo, further showcasing their diverse capabilities and commercial impact. Upcoming projects include My Daddy My Superhero, set to premiere in 2025. With stunning visuals, natural voice acting and impactful animation this movie is all set to break new ground in the Pakistani animated industry.



**Notable Projects**

- ▶ **The Donkey King**
- ▶ **My Daddy My Superhero**

ICE Animations has worked on TV commercials for high-profile clients, including Rio (EBM), Prince and Oreo (CBL), Cocomo (Ismail Industries), Knorr (Unilever), Dr. Lifebuoy (Unilever), Pushpop (Topps), Ding Dong (Hilal Foods), Dettol Warriors (RB), Shoop Noodles (Shaan Foods), Colgate Maxfresh (Colgate), Nickelodeon (CTA), and Transformer (Battle Master).

Their Hollywood feature film contributions include delivering over 500 VFX shots for Big Ass Spider!, over 200 VFX shots for King 3, over 400 shots for Assault on Wall Street, over 400 VFX shots for Waar, and working on Lavalantula, Tales Of Halloween, Lavalantula 2, Day of Reckoning, Drone Wars, and Mindblown.

ICE Animations has earned numerous prestigious awards, highlighting its commitment to excellence in the animation industry. These accolades include Best in Animation (2014, 2015, 2016) at the Pasha ICT Awards, Best VFX for Big Ass Spider! (Saturn Award, S+F Award), Best VFX for Waar (ARY Award), and the Digital Studio Award (2016).

ICE Animations participated in the Game Development Conference (GDC) 2024 in San Francisco; hosting the senior leadership from Epic Games to advance animation and gaming in Pakistan.

ICE Animations' portfolio includes creating the acclaimed PSL 9 teaser, known for its cultural richness and dynamic execution. Their work on Dettol Warriors highlights their ability to deliver engaging and impactful

animated content. \*Dettol Warriors\* is a Pakistani animated series that educates children on hygiene and cleanliness through the adventures of superhero characters fighting against germs. Additionally, their project for Al Rajhi's ORCA demonstrates their versatility and creativity in animation.

**Notable Projects**

- ▶ **PSL 9 Anthem**
- ▶ **Dettol Warriors**
- ▶ **Big Ass Spider**

*Working with ICE Animations was an absolute delight! Their 2D animation skills brought my project to life with vibrant colors and smooth transitions. The team's creativity and attention to detail truly set them apart. I highly recommend ICE Animations for anyone looking to add a touch of magic to their visuals.<sup>36</sup>*  
**-John Smith**

*ICE Animations exceeded my expectations when it came to architectural visualization. They seamlessly transformed my concepts into stunning, lifelike renderings. The attention to architectural details was impressive, and the final result left me in awe. If you're looking for top-notch visualization, ICE Animations is the way to go!*  
**-Emily Rodriguez**

<sup>36</sup> Ice Animations | Testimonials. (2024, August 04). Retrieved from <https://iceanimations.com/testimonial.php>



**Ice Animation**

ICE Animations was launched in 2008 and is headquartered in Karachi, Pakistan. With over 200 clients onboarded and 198 projects completed, ICE Animations has expanded its footprint to 17 locations. ICE Animations provides a comprehensive range of services, including 2D animation, 3D video animation, cartoon animation, motion graphics, whiteboard animation, logo animation, augmented reality, and CGI/VFX.



## TorqLabs

TorqLabs, based in Pakistan, is a dynamic company specializing in 2D and 3D gaming and animation, also offering its services in Dubai, Riyadh, and London. The company offers a wide range of services, including game design, character animation, environment modeling, and visual effects, catering to various industries and clients looking to enhance their digital presence. TorqLabs has completed over 70 successful projects, demonstrating its expertise and reliability in the field of gaming and animation. With a 96% client satisfaction rate, TorqLabs is known for its client-centric approach and high-quality deliverables.

Their impressive portfolio includes high-profile clients such as Haier, Pakistan Cables, GBM, Disney Sky Garden, Oye Hoye, Burger King, Candyland, and Al Montage Entertainment KSA. Their notable projects include the promotion design campaign for the Disney+ series Wizards of Warna Walk, the ambitious project Candyland Toss, and the groundbreaking 3D character animation promo for Disney Singapore. For Lulani Faucets, a valued long-term client from the USA, TorqLabs produced a corporate film integrating stock footage, logo animation, high-end 3D visuals, color grading, and scripted voiceovers to create a soothing and impactful



representation of their products, serving as a powerful marketing tool. At the Riyadh Auto Show, TorqLabs showcased the Dodge RAM Truck and the classic 1957 Chevrolet with high-end 3D animations, creating an immersive and visually captivating experience that significantly impacted the event.

For TFM EXPRESS Dubai, TorqLabs delivered a visually captivating 3D character animation project, incorporating innovative cardboard texture elements that became the cornerstone of the brand's identity across multiple platforms. With GBM, TorqLabs undertook the challenge of simplifying the complexities of IBM Guardium, a sophisticated cybersecurity product, into a visual narrative that resonated with a broader audience, resulting in an explainer video that maintained depth while simplifying technicalities.

### Notable Projects

- ▶ **Haier** [https://youtu.be/2y-\\_R10U72Q](https://youtu.be/2y-_R10U72Q)
- ▶ **Disney sky garden:** <https://youtu.be/KWCjEnCTNnE>
- ▶ **GBM:** <https://youtu.be/bWgU2LalmDE>
- ▶ **OYE HOYE:** <https://youtu.be/abmp3VLQrZE>
- ▶ **KOLSON SLANTY:** <https://youtu.be/yw9Ifv-kiwU>
- ▶ **TFM EXPRESS:** [https://youtu.be/yH1\\_Ph224lQ](https://youtu.be/yH1_Ph224lQ)
- ▶ **SAGA:** <https://youtu.be/PCO8gIRtvKs>
- ▶ **Mountain dew:** <https://youtu.be/WdBJt90ltxg>
- ▶ **Popular juice:** <https://youtu.be/WdBJt90ltxg>
- ▶ **Urban sole:** <https://youtu.be/QnxRd7VnZBc>

<sup>35</sup> The 11 Most Influential Fictional Characters of 2013. (2024, August 06). Retrieved from <https://poy-time.com/2013/12/09/the-11-most-influential-fictional-characters-of-2013/slide/burka-avenger>

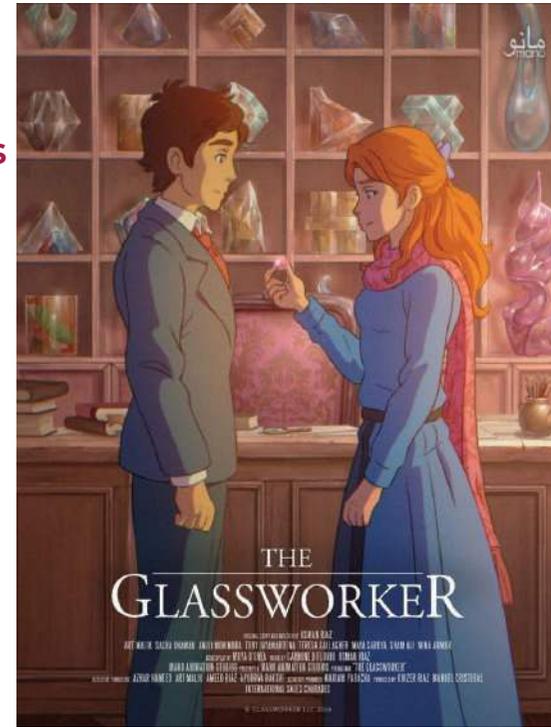


## Mano Animation Studios

Mano Animation Studios specializes in hand-drawn animation, offering a wide range of services, including animation cleanup, in-betweens, ink and paint, character design, storyboarding, visual effects, and compositing. Established in 2015 as Pakistan's first hand-drawn animation studio, Mano Animation Studios has debuted its first—and Pakistan's first ever—hand-drawn animated feature film, *The Glassworker*. Mano Animation Studios successfully raised USD 116,000 on Kickstarter to fund *The Glassworker*, with contributions from approximately 450 to 500 talented individuals globally.



The film was presented at the Cannes Film Festival ahead of its official premiere at the Annecy International Animated Film Festival. The film is also an official competition entry at the Guadalajara International Film Festival, the Shanghai International Film Festival for the Golden Goblet Award,



and the Hiroshima Animation Season. *The Glassworker* is a 2D animated feature film set during a time of war. Other projects include *Valemon: The Polar Bear Prince*, an international collaboration providing essential animation services for a modern adaptation of a Scandinavian folk tale, and the rebranding campaign for EMI Pakistan (Ltd.), where Mano led the full-service animation development, from conceptualization to final delivery.

### Notable Projects

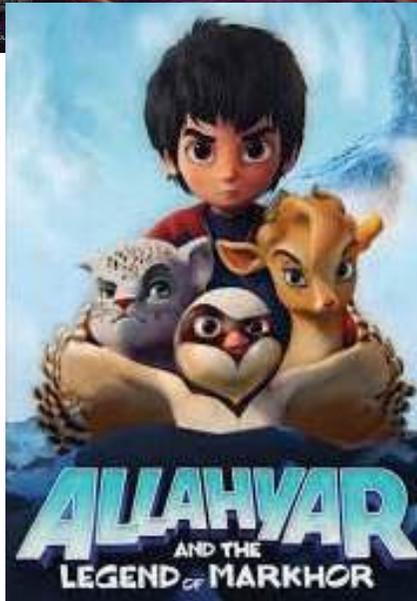
- ▶ **The Glassworker**
- ▶ **Valemon: The Polar Bear Prince**
- ▶ **EMI Pakistan (Ltd.) Rebranding**



### 3rd World Studios

3rd World Studios, established in 2016, is a Pakistani 3D animation studio renowned for producing high-quality animated feature films. The studio excels in producing animation, CGI, and films that push creative boundaries and captivate audiences worldwide. The studio specializes in creating international-quality CGI content using innovative techniques, including pioneering the use of Epic's Unreal Engine for animated films. Their expertise spans end-to-end animation and VFX production for commercials, series, and films. Notable among their works is Allahyar and the Legend of Markhor, available on Netflix.

3rd World Studios has received significant acclaim for its contributions to animation and film. Their film Allahyar and the Legend of Markhor has garnered prestigious awards and recognition, including; supporting innovative projects; Winner of Best Feature Film and Audience Choice at SAIFF, New York; Monolith Award at the Infinity Film Festival, acknowledging artistic excellence. Allahyar and the Legend of Markhor, is also available on Netflix.<sup>37</sup> It was showcased in the Game Developer's conference in California as well.<sup>38</sup>



Additionally, the studio has won the EPIC MegaGrant (2020) by Epic Games and the Unreal Dev Grant from Epic Games, worth USD 200,000, recognizing their technical innovation.<sup>39</sup>

In 2023, they released Allahyar and the 100 Flowers of God, an animated science fiction adventure film which is a sequel to 2018 film Allahyar and the Legend of Markhor.

#### Notable Projects

- ▶ EPIC MegaGrant (2020)
- ▶ Allahyar and the legend of Markhor
- ▶ Allahyar and the 100 Flowers of God

## STUDIO ROKHAN

### Studio Rokhan

Founded in 2020, Studio Rokhan is a creative boutique production house that excels in crafting compelling stories through innovative audio and visual projects. Since its inception, the studio has collaborated with major brands and numerous creative artists to produce cutting-edge music videos, animations, commercials, digital spots, title sequences, short films, and documentaries.

Rokhan Studio has produced mind-blowing music videos for renowned music platforms in Pakistan, including Coke Studio, Nescafe Basement, Velo Studio, Pakistan Cricket World Cup, Pakistan Super League Cricket and Zee 5. With a portfolio that spans various genres and formats, Studio Rokhan continues to impress and captivate audiences with their exceptional audio-visual productions.

Released within two weeks of the COVID-19 lockdown in Pakistan, Pabbo Badmash, an in-house character developed by Studio Rokhan, emphasizes handwashing for 20 seconds (released in Pashto, Urdu, and Sindhi). The next spot educates about social distancing during Eid (released in Pashto and Urdu). The third spot promotes polio drops for children under 5 (released in Pashto, Urdu, and Saraiki). These spots highlight Studio Rokhan's commitment to impactful public service messages across diverse cultural and linguistic contexts.

#### Notable Projects

- ▶ Pabbo Badmaash
- ▶ Natasha Noorani (Razzi music video)
- ▶ Pepsi (Koi nahi like us) (2023 Pak World Cup anthem)
- ▶ Coke Studio Season 14 music video



<sup>37</sup> <https://www.netflix.com/pk/title/81087756>

<sup>38</sup> <https://tribune.com.pk/story/1671220/4-allahyar-legend-markhor-showcased-game-developers-conference-california>

<sup>39</sup> <https://www.awn.com/news/epic-games-awards-over-200000-unreal-dev-grants>



## Wakhra Studios

Wakhra Studios offers a comprehensive range of services, including digital marketing, conventional marketing, 2D and 3D animation production, TVC production, and digital out-of-home advertising. The name 'Wakhra' means 'different' or 'unique' in Punjabi, reflecting their mission to create engaging and standout content for their clients.

Wakhra Studios has worked with top clients like Burger King, Kitchen Cuisine, MCB Lite, and PTCL. They made Burger King the number one Facebook page in Karachi, showcasing their ability to deliver impactful results. Known for their creativity and technical excellence, Wakhra Studios is dedicated to helping clients stand out with eye-catching and effective marketing campaigns.

Quaid Say Baatein is a Pakistani animated series about a young girl named Zainab who solves problems by recalling the words and actions of Quaid-e-Azam to inspire Pakistani children. The show has a positive message and aims to spread patriotic messages, such as patriotism, among the



### Notable Projects

- ▶ Quaid Se Baatein <https://halalyouth.com>



## Moogle Studio

Moogle Studios is a cutting-edge startup specializing in 2D and 3D graphics, metaverse experiences, Unreal Engine, and virtual reality.

Moogle Studios has developed a crime scene management training simulator for police in Pakistan, funded by United Nations Office on Drugs and Crime Pakistan. They also created the humorous 2D animated short videos Qissa da BRT and Pakor Azmay (in Pashto), and produced a series of educational videos for coronavirus prevention in 2021. In 2022, Moogle

Studios collaborated with a Swedish team to work on the world's first photorealistic metaverse. They have developed a metaverse for a top Saudi Arabian hospital, which provides patients and visitors with a unique and engaging way to experience the hospital and its services.

### Notable Projects

- ▶ Crime Scene Management VR Simulator
- ▶ Qissa da BRT
- ▶ Pakor Azmaray



## Dream Valley Animation

Dream Valley Animation is an entertainment solutions company specializing in high-quality video game development and animation content. Founded with the mission to create games with artistic depth and engaging gameplay, Dream Valley Animation (DVA) caters to multiple platforms, including Steam, Epic, Android, and iOS.



Dream Valley Animation provides a wide range of services including video game development, designing, Unity and Unreal Engine development, 2D and 3D game development, computer and mobile game development, and animation development.

Noteworthy projects include *Withering Hour*, a visual novel offering an immersive storytelling experience; and *Metal Heart - A Message Through Art*, a 3D animated short film showcasing their ability to create impactful art with limited resources. With expertise in video game development across various genres and platforms, DVA is skilled in using

Unity, Unreal Engine, and advanced techniques in 2D and 3D game development and animation. Notable games include *Gravity Jump: Space Adventure*, a platformer game with intuitive controls; *Cosmo Pets Space Bounce*, an engaging arcade game; *WaveScape*, an endless runner game with a minimalistic 2D environment; *Super GiliDanga*, a unique blend of traditional Pakistani Gili Danda and international baseball.

### Notable Projects

- ▶ **Withering Hour**
- ▶ **Gravity Jump: Space Adventure**
- ▶ **Cosmo Pets Space Bounce**
- ▶ **WaveScape**



## Animation Builders

Animation Builders is a skilled creative video agency that specializes in animated video production. They take pride in their team of talented illustrators and animators, making them one of the top animation video companies. As business animation video makers, they provide expert services to meet their clients' requirements. Animation Builders is a skilled creative video agency specializing in animated video production. Their portfolio includes a wide range of services such as 2D and 3D animation, explainer videos, logo animation, motion graphics, and cartoon animations.

Animation Builders boasts a significant track record, having served over 5,000 clients worldwide while maintaining strict confidentiality. They have successfully completed more than 1,500 orders, demonstrating their reliability and capability in handling diverse animation projects.<sup>40</sup>

Recently, they made a groundbreaking contribution to chess education by creating the first-ever comprehensive 3D animated chess tutorials. These tutorials, available on their YouTube channel, set a new standard in visual learning, making chess more accessible and engaging for enthusiasts globally.

### Notable Projects

- ▶ **3D animated chess tutorial**



*Animation Builders and their team were able to translate my ideas into great animation. Very happy with the work they did for my real estate agency! Highly recommend it.*  
-Basit (mbasit.pk)

*Excellent product provided as described. Patience through reworks and edits. Responded quickly, Very happy with the work they did and we anticipate working with them.*  
-Tahira (TahiraProductions.com)

*Would recommend! Animation Builders is professional and detail oriented. Very pleased to have found them. Will be working with them again soon! Thank you for your stunning work!*  
-Saqib Aziz (Design-Upgrade.com)

<sup>40</sup> Animated Video Production Agency | Custom Animation Services. (2024, June 27). Retrieved from <https://animation.builders>  
<sup>41</sup> Animated Video Production Agency | Custom Animation Services. (2024, June 27). Retrieved from <https://animation.builders>



## Bizarre Studio

Bizarre Studios is a leading 3D and 2D animation production company. Offering services like 3D character animation, product designing, motion graphics, VFX, and architectural visualization, the studio blends artistic passion with proficiency.

Bizarre Studios boasts a robust portfolio of collaborations with esteemed clients such as Langnese, Donut King, Audionics, Coca-Cola, PepsiCo, Samsung, and Unilever, delivering acclaimed work that has garnered industry recognition. The studio's excellence in animation and design has earned it numerous



### Notable Projects<sup>43</sup>

- ▶ Meezan commercial, P&S whiteboard
- ▶ General fire character
- ▶ Sahaba heroes
- ▶ Langanese, Audionics



accolades, highlighting its commitment to quality and innovation in every project. The studio has successfully completed over 150 projects, achieving a client satisfaction rate of 98%.

Bizarre Studios' work spans various categories, including short films and commercials such as Putting It Together, Busy Bees, and Ape Mafia. Their product animations feature projects like Audionic S300 Product Animation, Audionic SoloX25 Product Animation, and Lotus Car Animation.

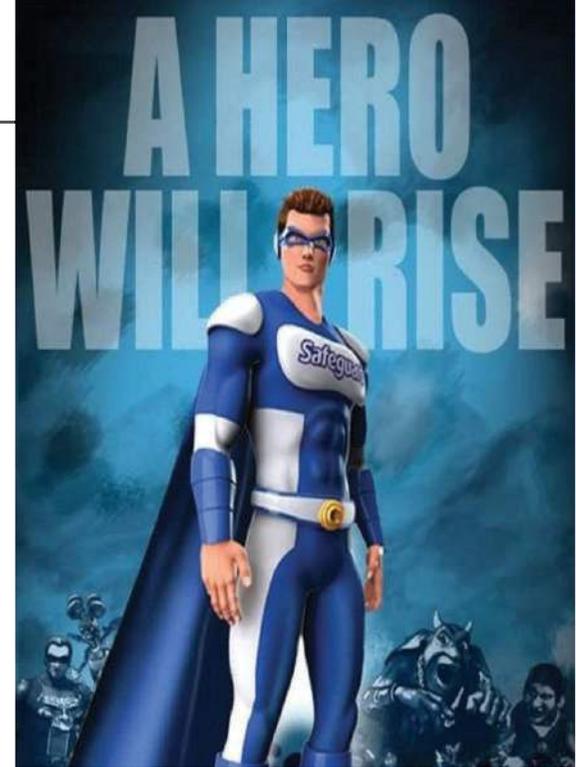
In the field of architectural visualization, they have created projects like Architecture Visualization for Alaska Towers and Grid Station Walkthrough. Additionally, their logo and motion graphics work includes Spider Man Logo Reveal and Lightology Logo Reveal. Bizarre Studios also excels in producing detailed explainer videos for medical procedures, such as rhinoplasty, as well as explainers for industrial processes like geopower plants. These categories showcase Bizarre Studios' versatility in delivering high-quality animations across various domains.<sup>42</sup>

## POSTAMAZERS

### Postamazers

Postamazers is a global creative design and animation house dedicated to delivering exceptional projects and services. A highlight of Postamazers' achievements is their work on Commander Safeguard, Pakistan's first 3D animated superhero series. Launched on January 27, 2005, and animated by Postamazers, this series was created to promote handwashing habits among children. Renowned for its engaging storytelling and educational value, Commander Safeguard has gained significant popularity in Pakistan and internationally, with adaptations in the Philippines, Mexico, and Kenya. The show features a superhero battling germs led by the antagonist Dirtoo and has made a substantial impact in advancing children's health education through animation.

Another of their projects, Sim Sim Hamara is the Pakistani adaptation of the beloved children's series Sesame Street. It aimed to promote literacy and health education among children through engaging content in Urdu and regional languages. It has been well-received for its educational value and has even been adapted in other countries, including the Philippines, Mexico, and Kenya. Their local clientele includes major brands like Procter & Gamble, Unilever, Coca-Cola, Pepsi, and Colgate-Palmolive. Internationally, Postamazers collaborates with



Hollywood's top animation studios, contributing to films such as Exorcist: The Beginning and Son of the Mask.

Postamazers boasts an impressive portfolio of 384 projects, maintaining 126 active clients and achieving a 98% success rate. With 323 happy clients, the studio has firmly established itself as a trusted name in the industry.<sup>44</sup> In addition to their animation prowess, Postamazers excels in print and key visuals, package design, and display branding, showcasing their versatility and comprehensive approach to creative design.

### Notable Projects

- ▶ Commander Safeguard
- ▶ Sim Sim Hamara
- ▶ Exorcist: The Beginning
- ▶ Son of the Mask

<sup>42</sup> Bizarre Studio - Bizarre Studio. (2024, August 01). Retrieved from <https://bizarrestudio.net>

<sup>43</sup> Our Work - Bizarre Studio. (2024, August 01). Retrieved from <https://bizarrestudio.net/our-work>

<sup>44</sup> POST AMAZERS | About The PostAmazers. (2024, August 02). Retrieved from <https://postamazers.com/about-the-studio>

the **CREW** films

**The Crew Films**

The Crew Films is a prominent production house in Pakistan, renowned for its extensive expertise in TV commercials, documentaries, feature films, and TV dramas. With over two decades of experience, The Crew Films has collaborated with leading advertising agencies, brands, and directors both locally and internationally. The Crew Films provides a comprehensive One Stop Solution for all television and film production needs.

The Crew Films has earned significant recognition for its work, including acclaimed films like Dukhtar, which has won nine awards and received seven nominations, and Man Jao Na. Their impressive client roster features prestigious brands such as McDonalds,



Nestle, Foodpanda, Toyota, Suzuki, Honda, Caltex, Haier and Telenor to name a few, reflecting their versatile expertise and high-quality production standards.

With a robust portfolio, The Crew Films has successfully delivered over 25 years of exceptional service, working on 384 projects with 126 active clients and achieving a 98% success rate. Their dedication to pushing creative boundaries and their ability to offer top-notch production solutions make them a leading name in the industry.

**Notable Projects**

- ▶ Man Jao Na
- ▶ Dukhtar



**Bridge Animations**

Bridge Animations is a dynamic company specializing in animation and visual effects, delivering high-quality animated films and visual effects for both local and international clients. Established in 2018, the company has collaborated with prominent clients such as Fantastic Films, Barajoun Entertainment, and Hilal Foods. Known for its creative and technical expertise, Bridge Animations has carved out a significant niche in the animation industry.

Bridge Animations has completed over 100 projects, reaching more than 40 regions globally, and winning 10 awards. Their primary services encompass a wide range of offerings, including post-production, VFX, 2D and 3D animation, 3D rendering, visual effects, simulation, and motion graphics. Esteemed clients and partners include Fantastic Films, Boro Park Productions, Eleven Eleven Films, Barajoun Entertainment, Marjan Films, Hilal Foods, and Stimulus Films.



**Notable Projects**

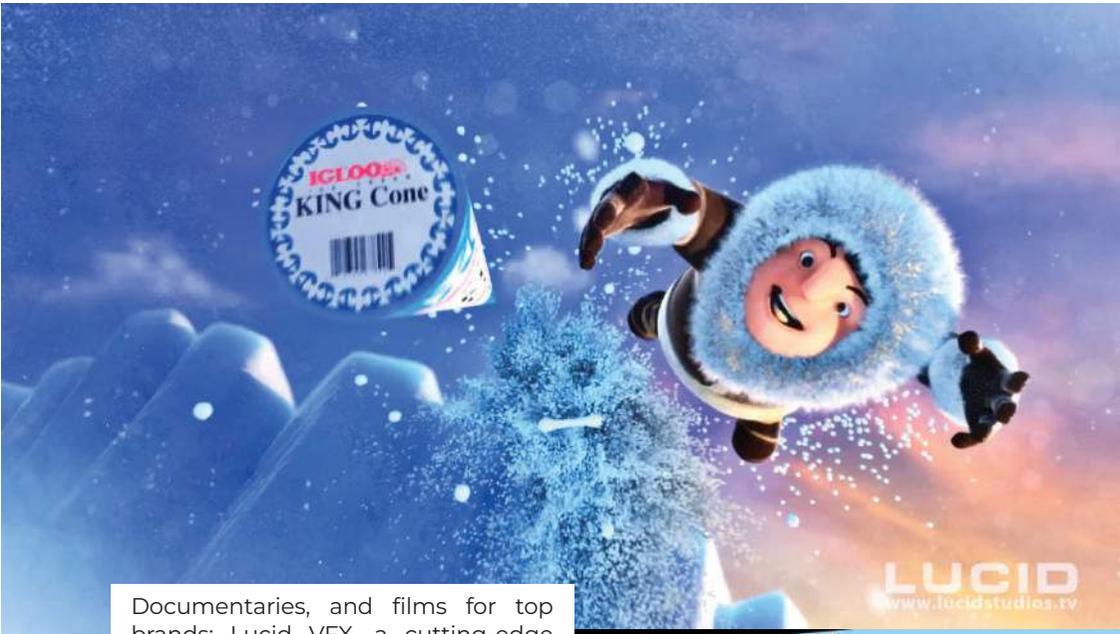
- ▶ VFX
- ▶ Marjan Films
- ▶ Stimulus Films
- ▶ 3D Rendering
- ▶ Simulation
- ▶ Fantastic Films
- ▶ Hilal Foods
- ▶ 2D & 3D Animation
- ▶ Visual Effects
- ▶ Motion Graphics
- ▶ Boro Park Productions
- ▶ Eleven Eleven Films
- ▶ Barajoun Entertainment

- 100+ Projects Completed
- 40+ Regions Reached
- 10 Awards Won

# LUCID

## Lucid Studios

Lucid Studios is a hybrid production company specializing in film production, visual effects, and content development. The studio is comprised of three main divisions: Lucid Films, a unit dedicated to producing TV commercials.



Documentaries, and films for top brands; Lucid VFX, a cutting-edge visual effects and animation division currently involved in Hollywood feature films; and Lucid Concepts, a company focusing on concept art and pre-visualization, representing some of the best digital artists in Asia.

Lucid Studios has partnered with notable companies such as Microsoft, Unilever, Konami, British Council, Coca-Cola, and Sprite, showcasing their ability to deliver high-quality projects across various industries.



## Sharp Image

Sharp Image is a premier post-production company established in 1994, specializing in post-production, 3D character animation, product presentation, color grading, VFX, CGI, and animation for TV commercials and feature films. With over 30 years of experience, Sharp Image stands as a leading animation and post-production company.

Over the years, Sharp Image has garnered numerous awards and accolades, highlighting its excellence in the industry. In 2010, the company won the TASI Viewer's Choice Award for the Electrolux Transformation TVC in the commissioned film category.



Milkateer, their flagship project, revolves around two kids and their courageous fight against a vicious character Kharoos. The animation series conveys public awareness of using hygienically packed milk which is a safest and healthiest choice for every child around the country. In 2009, Milkateer-I was nominated for Best Professional Short Film at the FICCI-BAF awards, and



Milkateer-III won a bronze award at the Phoenix Film Awards in Singapore, where Cocomo also secured a finalist position.

In 2008, they won the TASI Viewer's Choice Award for Milkateer-I in the commissioned short film category and were VIP attendees at AYYAC China due to the admiration for Milkateer-I. Milkateer was also showcased at Siggraph, and their work on Krupp-Eine Deutsche Familie was nominated for best supporting visual effects at the 8th annual VES awards.

Additionally, Cocomo won a Runners-Up Award in the animation category at the P@SHA ICT Award 2010 in Pakistan, and several of their TVCs were nominated for the Best TVC category.

### Notable Projects

- ▶ Milkateer
- ▶ Hilal Cupcake
- ▶ Oipers Flavoured Milk

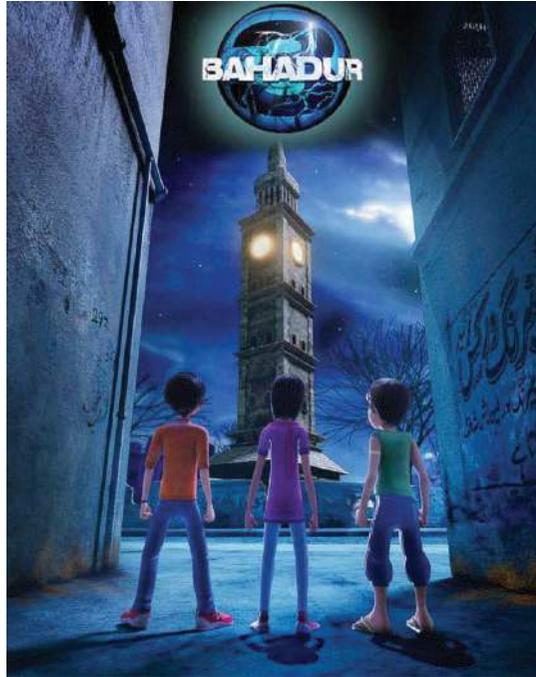


## Waadi Animations

Waadi Animations became the first Pakistani company to produce feature-length animated films with the 3 Bahadur franchise. These films were designed to create relatable heroes for Pakistani children, inspiring them to initiate social change and become heroes in their communities. Sharmeen Obaid-Chinoy, the visionary owner of Waadi Animations, has made groundbreaking contributions to the animation industry in Pakistan.

Obaid-Chinoy's notable achievements extend to acclaimed documentaries such as Saving Face (2012), Song of Lahore (2015), and A Girl in the River: The Price of Forgiveness (2016), as well as the animated 3 Bahadur series (2015-2018) and the miniseries Ms. Marvel (2022). She has received two Academy Awards, seven Emmy Awards, and the Knight International Journalism Award. In addition, she was honored with Pakistan's Hilal-i-Imtiaz in 2012 and named one of Time magazine's 100 most influential people.

Obaid-Chinoy's impact extends beyond accolades. In 2015, her directorial debut 3 Bahadur, produced by Waadi Animations, became Pakistan's highest-grossing animated film at the time. This success led to the sequel 3 Bahadur: The Revenge of Baba Balaam (2016), which grossed over USD 1 million. The animated film Sitara (2019),



also produced by Waadi Animations, addressed child marriage and became the first Pakistani animated film distributed by Netflix USA. It garnered three awards at the 2019 Los Angeles Animation Festival, including Best Produced Screenplay, Best Music Score, and the Humanitarian Award. Obaid-Chinoy is also set to direct the upcoming Star Wars film, scheduled for release in 2026.

### Notable Projects

- ▶ **3 Bahadur**
- ▶ **3 Bahadur: The revenge of Baba Baalam**
- ▶ **Sitara**



## Puffball Studios

Puffball Studios is an animation and music studio specializing in 2D hand-drawn animation and motion design. Established in 2019, the studio has quickly gained a reputation for its unique approach to storytelling and visual artistry, deeply rooted in local aesthetics and cultural narratives.

Puffball Studios is composed of a passionate team of Pakistani artists, designers, writers, musicians, and content creators who share a common goal: to revitalize the art of 2D animation. Their work spans a wide array of creative services, including animation production, audio engineering, scoring, mastering, and voice acting. This interdisciplinary collaboration allows them to produce



high-quality, quirky, and multilingual animated content that resonates both locally and internationally.

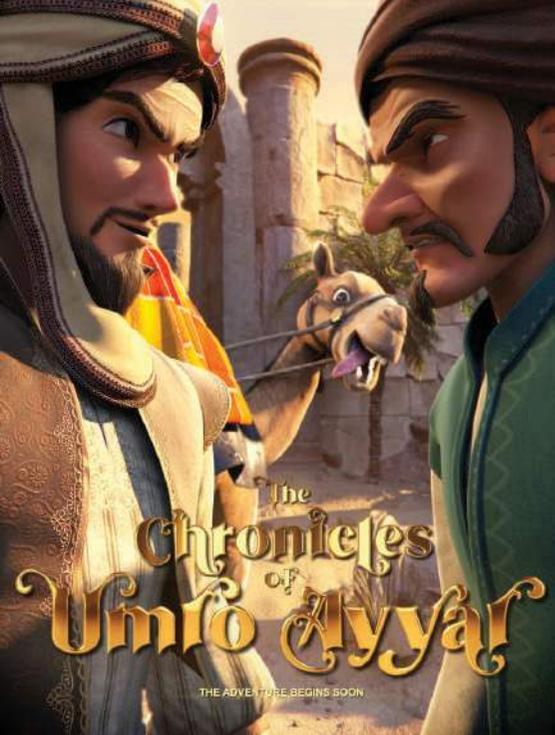
The studio has made significant strides in the animation industry with projects such as Shehr-e-Tabassum, Pakistan's first Urdu-language cyberpunk short film, which brought widespread acclaim and opened new avenues for the studio. Another notable project is Swipe,

An animated short that delves into complex social issues. Swipe has been selected for the world's oldest and most prestigious animation festival, the Annecy International Festival. It has also been selected for the AnimaFest Zagreb 2021, the second oldest animation festival in the world.

Puffball Studios has also ventured into educational content, such as the book A Teen's Guide to Pakistan's History, showcasing their versatility and commitment to meaningful storytelling.

### Notable Projects

- ▶ **Shehr-e-Tabassum**
- ▶ **Swipe**
- ▶ **A Teen's Guide to Pakistan's History**



## Ingenuity Productions

Ingenuity Productions is an animation and content creation studio based in Karachi, Pakistan, with additional offices in Austin, Texas, and Dubai, UAE. The studio offers a range of services, including 3D animation, motion graphics, commercial videos, explainer videos, music production, and VFX.

Equipped with advanced digital animation tools and a skilled team of artists, writers, and CGI experts, Ingenuity Productions handles all stages of video production, from concept to final output, catering to various client needs across different

platforms. The studio's global presence allows it to serve clients in multiple regions.

Kiri and Lou is a whimsical stop-motion series that captures the innocent and adventurous spirit of friendship between two prehistoric creatures, using innovative clay animation to tell heartfelt stories. Umro Ayyar is an epic animated film that reimagines the legendary South Asian folklore hero in a world filled with magic and adventure, bringing cultural tales to a global stage with modern animation.

Yoki and Hatch is a lively animated series where a young explorer and his companion embark on exciting adventures across new worlds, sparking creativity and problem-solving in children. The Science Voyager is an educational animated series that makes science thrilling and accessible, following young scientists as they dive into explorations from the ocean's depths to the far reaches of space. Arya: The Jungle Harmony is an animated film by Ingenuity Productions that centers on Arya, a young girl who must unite the animals of the jungle to protect their home, emphasizing themes of environmental conservation and the importance of living in harmony with nature.

### Notable Projects

- ▶ **Kiri and Lou**    ▶ **Umro Ayyar**
- ▶ **Yoki and Hatch** ▶ **Science Voyager**
- ▶ **Arya: The Jungle Harmony**



## KidsLand Studio

Kids Land Studio is committed to fostering family connections through the creation of content that both educates and entertains children while promoting positive social values. Their YouTube channel, Kids Land Official, boasts over 4.79 million subscribers and has garnered 1.8 billion views, offering a diverse array of programs, cartoons, animated stories, and poems designed to engage children in a positive way and shield them from harmful content.

Recently, in just a span of a month, Kids Land Official has attracted an impressive 167,400 new subscribers, accumulated 72.6 million total views, and recorded 158.8 million minutes watched. As a leading platform for children's educational content, Kids Land Official's commitment to quality and meaningful entertainment continues to drive its growth and engagement, making it a trusted



resource for families around the globe. Kids Land Studio's notable projects include the Tinkoo cartoon series, a playful and adventurous show featuring the curious and imaginative character Tinkoo, who embarks on exciting journeys that teach children about the wonders of exploration and problem-solving. The Kaneez Fatima cartoon series highlights the life and virtues of Kaneez Fatima, focusing on themes of kindness, empathy, and moral values, inspiring young viewers to embrace these qualities in their daily lives. Additionally, the Ghulam Rasool cartoon series serves as a historical and educational series that brings to life the inspiring stories of Ghulam Rasool, emphasizing the importance of perseverance, faith, and standing up for what is right.

### Notable Projects

- ▶ **Tinkoo**    ▶ **Kaneez Fatima**
- ▶ **Ghulam Rasool**



## Moonshot Animation

Moonshot Animations is an animation studio that specializes in producing a wide range of visual content for brands and businesses. The studio offers a variety of services, including 2D and 3D animation, explainer videos, motion graphics, logo design animation, whiteboard animation, promotional videos, and video editing.

Moonshot Animations follows a structured process to ensure high-quality results. It begins with script development, where the team creates original scripts tailored to effectively convey a brand's message. Next, they select voice-over artists who resonate with the brand's identity and audience.



The third step involves storyboard animation, where the team creates detailed storyboards to visualize and plan the final animation. Finally, the completed project is delivered for review and feedback, ensuring the client's vision is fully realized.

Moonshot Animations has contributed to several significant projects, including 2D explainer animations for Veeva smart carts and promotional videos for Manassah. Additionally, the studio has produced content for major clients like BabyTV and Cartoon Network, showcasing their versatility and expertise in the animation industry.



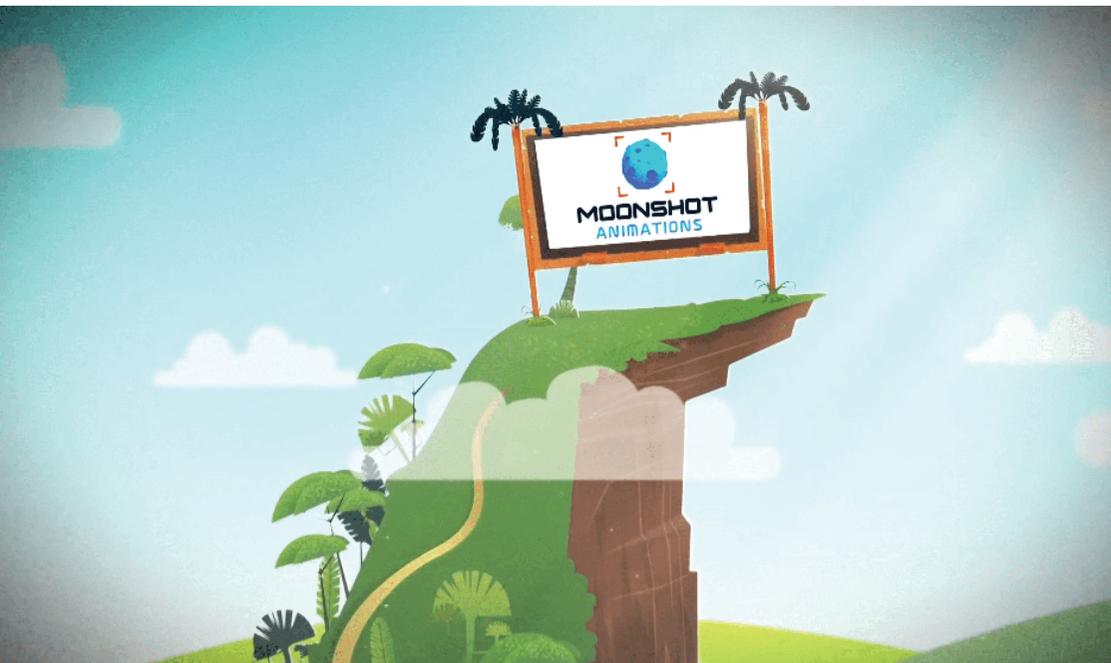
## Ideas Animation

Ideas Animation is a creative animation and multimedia production company dedicated to bringing stories to life through innovative visual content. The studio specializes in a variety of animation services, including 2D and 3D animation, whiteboard animation, explainer videos, motion graphics, promotional videos, and video editing. With a strong emphasis on quality and creativity, Ideas Animation helps businesses and brands convey their messages in a visually compelling way. Ideas Animation has worked with various clients across different industries, delivering high-quality animation and video content.

focusing on refugee rights and protection. They developed a set of explainer videos for T-Mobile, designed to communicate complex product and service information effectively. For the Red Cross, Ideas Animation created compelling animated videos used in campaigns to promote humanitarian work and public engagement. They also produced product explainer videos for Dr. Trust, a healthcare and wellness brand, showcasing their medical and fitness products in an informative manner. Additionally, Ideas Animation worked with Onedash, a fintech company, to develop animated explainer videos that simplify complex financial concepts and services.

### Notable Projects

- Explainer videos for UNHCR, Onedash, T-Mobile, Red Cross





## Matchbox Animations

Matchbox Animations is a creative powerhouse specializing in high-quality 3D animation that turns concepts into captivating visuals. Catering to a diverse clientele, the studio focuses on product animations, commercial storytelling, and explainer videos that engage audiences across industries. Their work bridges the gap between imagination and reality, enabling businesses to showcase their products' features, functionality, and appeal with stunning precision and clarity.

Over the years, Matchbox Animations has garnered industry recognition for its excellence in animation. Their portfolio includes award-winning projects that span sectors like jewelry design, luxury watches, dynamic presentations for cutting-edge electronics, innovative concepts for packaging and product design, fashion, and architecture. The studio's collaboration with globally recognized brands and innovative startups underscores its ability to deliver tailor-made solutions that resonate with target audiences. Their creative expertise has earned accolades and high-profile partnerships, establishing them as a trusted name in 3D animation.

With more than 200 successful projects completed, Matchbox



Animations continues to set benchmarks in the animation industry. Leveraging state-of-the-art technology and an experienced team of animators, they provide a wide array of services, including 3D product animations, motion graphics, visual effects, AR and VR experiences, and commercial video production. Their animations are designed not only to dazzle but also to drive tangible results by increasing engagement, boosting brand visibility, and enhancing conversion rates.

Notable projects include the Miunex Mobile Ad, which highlights the device's sleek design and functionality, and the Momnific Bag Ad, showcasing the bag's elegance and utility. Their work with brands like Spa Sciences on the CLARO 2-in-1 Acne Clearing Device and NY Watches further exemplifies their ability to blend artistic storytelling with technical excellence.

### Notable Projects

- ▶ **Miunex Mobile Ad:** A visually striking animation showcasing a sleek mobile device with cutting-edge features.
- ▶ **Momnific Bag Ad:** Elegant animation highlighting the design, durability, and versatility of luxury handbags.
- ▶ **CLARO 2-in-1 Acne Clearing Device:** A product demo that combines photorealistic visuals with a detailed explanation of innovative skincare technology.



## Rayven Studios

Rayven Studios is a dedicated art and illustration studio that specializes in producing high-quality visuals for the video game industry. With expertise in concept art, character design, environment creation, and 2D game art, the studio provides comprehensive artistic solutions for developers and publishers. Their services include concept art for character and environment design, 2D illustrations for tabletop and card games, and marketing art for video games, offering creative assets that enhance storytelling and gameplay experiences. By combining technical proficiency with creative vision, the studio produces artwork that meets the artistic and commercial goals of its clients. They also excel in creating immersive gaming experiences with detailed and imaginative visuals.

Having completed over 100 projects, Rayven Studios has established itself as a reliable partner in the gaming and entertainment sectors. The studio has collaborated with renowned companies such as Modiphius Entertainment, Fantasy Flight Games, and InnoGames. Their projects include notable works like illustrations for Dune: Adventures in the Imperium and Achtung! Cthulhu board games, as well as marketing art for Elvenar. They have also contributed to Kickstarter



campaigns, supporting independent creators with visually compelling art assets.

Rayven Studios' portfolio highlights their versatility, featuring projects such as card illustrations for Worldbreakers and Kryptik Card Game, as well as promotional art for InfiniGods. Their work for the Lord of the Rings living card game and Senjutsu: Battle for Japan exemplifies their ability to craft engaging visuals for well-established franchises. Beyond gaming, they have contributed to audio drama visuals, such as Chartrulean by Packhowl Media, showcasing their adaptability across different media formats.

### Notable Projects

- ▶ **Dune: Adventures in the Imperium Board Game Illustrations:** Detailed visuals that capture the epic and intricate world of Dune
- ▶ **Elvenar Marketing Art:** Dynamic promotional artwork that enhances the appeal of the fantasy strategy game
- ▶ **Senjutsu: Battle for Japan Illustrations:** Stunning depictions of samurai battles that blend historical and fantasy elements



## Maqсад Animation School

Maqсад Animation School is Pakistan's first dedicated institution for professional animation training, offering a wide range of courses that cater to aspiring animators and industry professionals alike. Specializing in character animation, motion graphics, 3D modeling, and game development, the school delivers a structured curriculum aimed at preparing students for the demands of the global animation and gaming industries. With programs designed for both beginners and advanced learners, Maqсад Animation School is at the forefront of animation education in Pakistan, providing world-class training both in-person and online.



Over the years, Maqсад has built a reputation for its cutting-edge curriculum and emphasis on real-world animation techniques. Its faculty comprises experienced industry professionals who bring



practical insights and hands-on expertise to the classroom. Maqсад has also gained recognition for its partnerships with leading organizations and its role in fostering talent within Pakistan's burgeoning animation sector. By integrating modern tools and technologies into its teaching methodologies, the school has become a hub for aspiring animators seeking to refine their skills and launch successful careers.

The school has trained hundreds of students across its specialized programs, which include the Master in Computer Animation & Advanced Motion Graphics, Unity Game Development, and 3D Modeling and Texturing. These programs focus on core animation principles, character rigging, rendering, and the development of immersive gaming experiences. The curriculum is crafted to ensure students not only master the technical skills required for animation and game development but also develop a deep understanding of storytelling and visual artistry.



## Crown Animation Studio

Crown Animation Studio is a global creative agency specializing in crafting compelling animations and video content for diverse industries. Their expertise spans 2D and 3D animation, video editing, scriptwriting, and graphic design, enabling them to transform complex concepts into visually engaging narratives. Whether working with innovative startups or established corporations, the studio's end-to-end services ensure tailored solutions to meet each client's unique goals. Based in Atlanta and Karachi, Crown Animation Studio has positioned itself as a trusted partner for brands worldwide.

Crown Animation Studio has collaborated with prominent companies across industries such as healthcare, education, SaaS, and entertainment. The studio's exceptional work has been recognized through multiple awards and accolades, cementing its reputation as a leader in animation and video production. Its portfolio includes standout collaborations with brands like Elite Digital Canada and Quantum Leap Solutions, among others, demonstrating its capacity to deliver impactful content at scale.

To date, Crown Animation Studio has completed over 200 projects, with an impressive client satisfaction rate of 90%. Their services are bolstered by cutting-edge technology and a team of seasoned professionals, ensuring



high-quality results every time. By offering diverse solutions, including voiceovers in multiple languages and seamless end-to-end project management, the studio remains a versatile partner for its clients.

Their primary offerings include bespoke 2D and 3D animations, covering explainer videos, motion graphics, and architectural renders. The studio also excels in video editing, handling corporate presentations, marketing campaigns, and testimonial videos. Comprehensive scriptwriting and graphic design services further support their holistic approach to visual storytelling. Crown Animation Studio's voiceover services, with options in various languages and accents, add a polished final touch to their video productions.

*From start to finish, Crown Animation Studio's professionalism and skill are unmatched. Their animations and video editing bring ideas to life with precision and brilliance. Highly recommended for top-notch quality!*  
-Robert Burko, Elite Digital Canada



## Madmation Studio

Madmation Studio is a dynamic creative agency specializing in 2D animation, web and mobile application development, creative branding, and digital marketing. With a mission to transform ideas into impactful visual stories and functional digital solutions, the company delivers tailored services to clients worldwide. The studio's team of professionals is equipped to simplify complex concepts through engaging animations, user-friendly digital platforms, and strategic branding campaigns that resonate with audiences across industries.



Over the past decade, Madmation Studio has built a reputation for excellence by consistently delivering high-quality work that meets client expectations. The studio's commitment to customer satisfaction



is underpinned by a money-back guarantee, reflecting their confidence in their craft. Recognized for its creativity and professionalism, the company has collaborated with notable clients and earned accolades for its innovative solutions. From startups to established enterprises, Madmation Studio's portfolio demonstrates a capacity to adapt and excel in diverse project requirements.

Madmation Studio's services are supported by impressive statistics and a global clientele. The company has successfully completed hundreds of projects, ranging from intricate 2D animations to robust web and mobile app development. Their offerings include whiteboard animations, explainer videos, and branding solutions designed to elevate businesses' market presence. Additionally, their digital marketing services focus on driving measurable results through targeted strategies, making them a comprehensive partner for growth.



## Skyspin Studio

Skyspin Studios is an animation and content production studio dedicated to creating impactful stories through diverse creative mediums. Focused on cinema, broadcast, web, immersive media, and live audiences, the studio explores storytelling's potential to educate, entertain, and inspire. By merging traditional techniques with innovative technologies, the studio addresses contemporary audiences while celebrating cultural heritage and promoting inclusivity.

With a robust team of writers, artists, animators, and technologists, Skyspin Studios produces projects that highlight cultural richness and foster dialogue. Their notable achievements include extensive research and development initiatives and partnerships that strengthen their reputation in the animation industry. A standout project, Heera, a 90-minute feature-length 3D animated film in Urdu with English and regional subtitles, exemplifies their commitment to high-quality, culturally relevant content. The film targets families and children, featuring a blend of drama, action, and comedy. Skyspin Studios focuses on storytelling, cultural promotion, and community engagement. Through their storytelling expertise, they aim to educate and provoke thought, leveraging cutting-edge technologies to push the boundaries of narrative formats. Their commitment to cultural promotion involves intensive research



into regional sensibilities, enabling the export of indigenous cultures to a global audience. Additionally, the studio prioritizes community engagement by creating products that bridge social divides, celebrating diversity and fostering inclusivity.

Their portfolio spans animated films, series, and immersive media projects designed to engage and educate audiences of all ages. By producing meaningful content for families and children, the studio bridges traditional and modern media, making culture and storytelling more accessible. Skyspin Studios' impact extends beyond visual media, fostering community understanding through its creative endeavors.



### Notable Projects

► Heera (Film)



## Tungsten Studios

Tungsten Studios is a creative 3D animation and virtual reality studio specializing in crafting immersive experiences for industries including architecture, real estate, healthcare, education, training, and entertainment. Operating from Houston and Islamabad, the studio delivers high-end solutions that combine technological innovation with artistic precision. With a focus on real-time rendered content, their work transforms concepts into engaging visual narratives that redefine spatial exploration and communication.

The studio's offerings include advanced virtual reality solutions such as immersive and interactive VR experiences, which allow users to explore future environments with unparalleled realism. Their VISapp technology facilitates real-time rendered flythroughs and walkthroughs, enabling users to interact with and view spaces dynamically from any angle. Additionally, Tungsten Studios develops point-to-point virtual tours, which offer seamless visual walkthroughs of spaces, accessible on web browsers or offline, catering to various use cases and audiences. Tungsten Studios is also known for its expertise in photorealistic renderings

and animations, leveraging cutting-edge artistic tools to produce compelling visuals. These assets are tailored to communicate complex designs and ideas effectively, supporting industries in need of high-quality visual representation. Their diverse portfolio includes notable projects like Discovery Garden Islamabad, J7 Emporium Islamabad, Eclipse Mall Peshawar, and Veranda 2 Islamabad, showcasing their impact across Pakistan's real estate and architectural landscape.

The studio's clientele includes prominent groups such as Paragon, Falaknaz Group, J7 Group, and Sukh Chayn, reflecting a strong track record of partnerships with reputable organizations. Tungsten Studios continues to push boundaries in virtual reality and animation, earning recognition for its ability to integrate storytelling, interactivity, and technology in groundbreaking ways.

### Notable Projects

- ▶ **VISapp:** A real-time rendered application offering interactive flythroughs and walkthroughs, enabling dynamic exploration of spaces.



## Marshmallow Advertising

Marshmallow Advertising (Pvt.) Ltd. is a distinguished advertising agency based in Lahore, Pakistan, with a reputation for delivering specialized services that drive measurable outcomes. Unlike traditional 360-degree agencies, Marshmallow Advertising focuses on honing its expertise in selected areas to ensure clients receive tailored solutions. With a decade of experience and a diverse portfolio, the agency has served over 500 businesses across industries, combining creativity, strategy, and technology to build impactful campaigns.

The agency's offerings span various mediums, including TVCs (Television Commercials), DVCs (Digital Video Campaigns), packaging solutions, and 2D/3D animation, designed to capture audience attention instantly. Additionally, its digital marketing services encompass social media management, programmatic advertising, PPC/CPC campaigns, YouTube ads, and web development, ensuring comprehensive online visibility for brands. By emphasizing precision and creativity, the team has successfully delivered campaigns that increased brand awareness by 65% and boosted ticket sales by 62%, showcasing its ability to translate ideas into actionable results. Over the years, Marshmallow Advertising has formed strategic



partnerships with trusted media outlets, enabling seamless execution of campaigns across TV, radio, press, and digital platforms. Their portfolio includes standout projects such as high-profile TV ads, cutting-edge packaging designs, and innovative animations that have earned industry recognition. The company has garnered multiple awards for excellence in creative execution and media strategy, cementing its status as a trusted name in the advertising sector.

At the core of Marshmallow Advertising's success is its ability to adapt to evolving market trends and client needs. By integrating market research with innovative storytelling, the agency ensures every campaign resonates with its intended audience. Whether developing interactive digital content or crafting tactile print materials, Marshmallow delivers with precision and flair, making each brand story memorable.

### Notable Projects

- ▶ **Explainer videos for UNHCR, Onedash, T-Mobile, Red Cross**



## Black Loop Studios

Black Loop Studios is a pioneering animation and entertainment company based in Lahore, Pakistan. Specializing in high-quality 3D animation, engaging cartoons, and captivating rhymes, the studio delivers innovative entertainment experiences for a global audience. With a team of dedicated storytellers, animators, and designers, Black Loop Studios merges creativity with technology to bring imaginative ideas to life, offering a wide range of services that cater to both educational and entertainment needs.



The studio's services include vibrant 3D animation that breathes life into characters and environments, creating experiences that resonate with audiences. Their cartoon series are designed to entertain and educate children, combining humor and relatable storytelling. Meanwhile, their



original rhymes—featuring catchy lyrics and engaging visuals—have become a go-to resource for parents and educators seeking high-quality content. Black Loop Studios also boasts expertise in YouTube project development, providing tailored content that aligns with the evolving preferences of digital viewers.

Black Loop Studios has delivered an impressive portfolio, completing 59 projects for 18 clients across various industries. The studio has cultivated partnerships with leading platforms to showcase its work, establishing itself as a prominent player in the animation space. The company has also garnered nine strategic collaborations and received 20 investments that reflect its credibility and growth. Their work spans animated content for entertainment platforms, educational institutions, and independent creators.



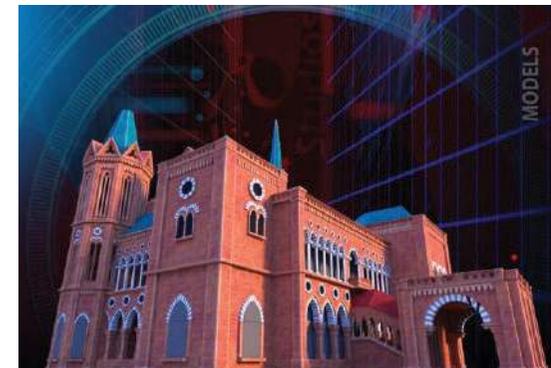
## Zambeen Studios

Zambeen Studios is an international production company specializing in the creation of innovative digital assets using advanced tools like Substance, Maya, and Unreal Engine. With a focus on delivering customized 3D models, environments, animations, and motion graphics, the studio caters to brands, game developers, and the tech industry. By combining technical precision with artistic creativity, Zambeen Studios transforms ideas into visually stunning and functional assets for both online and offline platforms.

The studio offers a diverse range of services, including 3D modeling for intricate and realistic objects, environmental designs for immersive worlds, and animations tailored for cinematic sequences. Additionally, its motion graphic solutions enhance visual storytelling by incorporating dynamic elements into multimedia projects. Rigging services further complement its offerings, enabling character models to perform complex, fluid movements. Zambeen Studios also develops utility assets for interactive projects, ensuring clients have a comprehensive suite of tools to bring their visions to life.

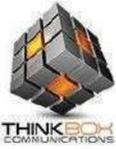
Zambeen Studios' portfolio showcases iconic digital recreations of landmarks such as the Mohatta Palace, Teen Talwar, and Ghanta Ghar. These assets demonstrate the studio's ability to

balance cultural representation with high-quality craftsmanship. With an expanding list of partnerships and collaborations, Zambeen Studios has established itself as a trusted partner for delivering projects that meet both aesthetic and functional requirements.



### Notable Projects

- ▶ **The Kothari Parade:** A detailed 3D model of an iconic structure, available for use in cultural, architectural, and gaming projects.
- ▶ **Teen Talwar:** A meticulously designed 3D replica of the renowned monument, perfect for interactive applications and historical recreations.
- ▶ **Mohatta Palace:** An intricate digital asset capturing the essence of one of Pakistan's architectural treasures, suitable for educational and creative ventures.



## Think Box Communication

Think Box Communications, established in 2010, is a leading animation and production house in Pakistan, with offices in Lahore, Karachi, and Islamabad, and a regional hub in Dubai. The company specializes in animated commercials, TVCs, and character animations, serving a diverse clientele across consumer goods, electronics, and healthcare industries. Notable clients include Electrolux, Boss, Gibs, and Marhaba.

Their services include 2D and 3D animation, film production, motion graphics, architectural visualization, and compositing. Each service is tailored to client needs, ensuring high-quality, engaging content. The 2D and 3D animation team creates visually dynamic content that resonates with target audiences, while the film production division handles projects from concept to completion with a focus on seamless execution and client satisfaction.

Motion graphics enhance visual storytelling through animated graphic elements, often used for promotional materials and explainer videos. Architectural visualization provides detailed 3D renderings and walkthroughs, helping architects and real estate developers present their designs convincingly. Compositing

combines visual elements to create cohesive, complex, and realistic scenes, showcasing the company's technical expertise.

Over the years, Think Box Communications has developed an impressive portfolio of projects, including "Seasons Corona Immunity," "Electrolux AC," "Boss Air Cooler," and "Gibs Jimjam Biscuits." These projects reflect their commitment to innovation and excellence. The company has also partnered with international clients, extending its reach beyond Pakistan to the Middle East through its Dubai office.

Equipped with state-of-the-art technology and a team of skilled professionals, Think Box Communications consistently delivers cutting-edge solutions that meet the evolving demands of the animation and production industry. Their meticulous approach to project management ensures precision and creativity at every stage, from understanding client objectives to delivering the final product.



## Xdynamix

Established in 2007, Xdynamix Media Communications is a full-service 360-degree media agency based in Islamabad, Pakistan. It specializes in animation, film production, digital media, branding, and advertising, catering to both local and international clients.



The agency offers a diverse range of services, including 2D and 3D animation, motion graphics, corporate videos, documentaries, TV commercials, music videos, and public service announcements. Its animation expertise extends to explainer videos, character animations, channel IDs, and architectural walkthroughs, while its film production team handles all aspects of video creation from pre-production to post-production.

In digital media, Xdynamix provides content creation, social media marketing, digital advertising, and

platform development to boost clients' online presence. Their branding and design services include brand identity development, packaging design, web design, and collateral design, helping businesses create strong and consistent visual identities.

Xdynamix has worked with major clients across industries, including Huawei, Telenor, Jazz, Careem, and UNDP. Their portfolio includes high-impact projects such as a short action-thriller film for Huawei's Safe City initiative, a talent hunt campaign for Jazz Rising Stars, and a series of corporate documentaries and promotional videos for clients in various sectors.

The agency has also ventured into architectural visualization, producing high-quality 3D renderings and walkthroughs that help clients visualize spaces before they are built. Their compositing services ensure visually seamless integration of multiple elements into films and advertisements.





## VFX Dudes

VFX Dudes is a creative content production company specializing in cutting-edge visual effects, 3D animation, and post-production services. Established in 2018, the company has rapidly grown into a leading player in the film and media industry. Their work spans commercials, product visualization, and on-set VFX supervision, blending innovative technologies with creative artistry to deliver compelling visual narratives. With a strong presence in the Middle East and South Asia, VFX Dudes supports clients in realizing their creative visions with precision and technical expertise.

The company gained prominence through its work on projects like "The Donkey King," a globally recognized animated feature, and "The Legend of Maula Jutt," a record-breaking film that showcased its proficiency in VFX, compositing, and color grading. These projects not only solidified the studio's reputation but also helped elevate the animation and visual effects industry in the region. Their portfolio further includes collaborations with high-profile clients and brands, adding significant value to their body of work.

With over a decade of collective experience, VFX Dudes has completed numerous projects across multiple

industries. Their services include real-time visual effects, CGI integration, color grading, 3D animation, and commercial production. They also specialize in viral CGI and mixed-reality videos, offering innovative solutions for brands aiming to stand out in competitive markets. By combining artistic storytelling with advanced technologies, the company ensures each project is tailored to meet the unique needs of its clients.

Their team comprises seasoned professionals who excel in delivering high-quality post-production and animation work. The studio provides a streamlined workflow from filming to editing, ensuring smooth transitions across all stages of production. With an emphasis on innovation and detail, VFX Dudes continues to push boundaries in visual storytelling and content creation. Notable projects include commercials for renowned brands and short films that showcase their technical mastery and creative vision. Their clientele includes Disney Channel, Roland Garros Paris, Innovativ, Prince, Bisconni, Sindh police, to name a few.



## Motion Bee

Motion Bee is an animation studio based in Karachi that specializes in producing a wide array of animation and visual effects services tailored to meet the needs of clients worldwide. With a team of experienced animators, designers, and storytellers, the studio provides solutions across industries, including advertising, entertainment, and corporate communication. Offering services such as 2D and 3D animation, product animation, explainer videos, logo animation, and motion graphics, Motion Bee caters to projects ranging from small businesses to large scale campaigns.

Motion Bee has completed over 760 projects with 758 positive feedbacks. Their consistent performance has resulted in a strong reputation among their global clientele, with over 380 satisfied customers praising their ability to translate ideas into engaging visuals. Although specific awards are not highlighted, the studio's portfolio and testimonials reflect its capabilities and client satisfaction.

Motion Bee's services include 2D and 3D animation, which transform concepts into lifelike or stylized visuals for marketing, education, and entertainment purposes. Their technical expertise extends to interactive presentations, visual effects, and renderings, making them

a one-stop shop for animation and digital content. Their product animation service focuses on creating detailed representations of goods and services, perfect for advertising and ecommerce platforms. Explainer videos combine visual storytelling with clear narration to simplify complex concepts for audiences. Logo animation adds a dynamic touch to static brand logos, enhancing their appeal and making them memorable across digital platforms. The studio also specializes in whiteboard animations, which are ideal for instructional or corporate content, and gaming intros that capture the excitement of video game themes.

The studio's portfolio includes notable projects such as Victory Roofing and Construction Services, Duck Hunter Gaming Intro, The Mystery Bus, and Gorilla Character Animation.

### Notable Projects

- ▶ **The Mystery Bus:** An engaging animated series that combines mystery and humor to entertain audiences.
- ▶ **Victory Roofing and Construction Services:** A promotional animation designed to highlight the company's services with clarity and creativity.
- ▶ **Duck Hunter Gaming Intro:** A dynamic gaming intro that captures the spirit of adventure and competition.



## H2O Films

H2O Films is a leading production and postproduction company providing a comprehensive range of services including video and audio production, animation, visual effects, and photography. With over 30 years of industry experience, the company has become a trusted partner for brands and agencies worldwide. H2O Films offers inhouse facilities equipped with state of the art technology for filming, editing, and postproduction. Their expertise spans multiple formats, including films, TV commercials, documentaries, and music videos, ensuring tailored solutions for a wide variety of creative and commercial needs.

Over its three decade history, H2O Films has built an impressive portfolio of collaborations with global brands such as Toyota, Milkpak, and Lays. Their projects have earned accolades and recognition for their technical excellence and creative execution, solidifying the company's position as a top tier production house in the region. Their work has taken them across 15+ countries, including the UK, Spain, Thailand, and China, showcasing their adaptability to diverse cultural and creative landscapes.

H2O Films' services include animation and VFX, where they specialize in creating photorealistic 3D set extensions, architectural

walkthroughs, and liquid simulations. Their post production capabilities extend to color grading and compositing, enhancing the final output with meticulous attention to detail. The company's inhouse photography and videography services cater to commercial and artistic projects, providing high quality visual content tailored to client specifications.

Their ability to combine technical precision with creative vision has led to enduring relationships with major clients and agencies. H2O Films operates as a multiservice hub, integrating a talented team of creatives, producers, animators, and photographers under one roof. This ensures a seamless workflow, from concept development to final delivery. The company's extensive experience in high end visual effects and postproduction has made them a go to choice for projects requiring intricate detail and innovation.

### Notable Projects

- ▶ **Toyota Campaigns:** A series of visually engaging commercials showcasing Toyota's innovative vehicles and brand values.
- ▶ **Milkpak Commercials:** High quality advertisements for Milkpak, combining striking visuals and storytelling.
- ▶ **Architectural Walkthroughs:** Immersive 3D renderings that bring architectural designs to life with stunning realism.



## North Hill Studios

North Hill Studios is a dynamic animation company with a mission to create compelling animated content that captivates audiences worldwide. Over the past decade, the studio has built a reputation for delivering diverse and visually stunning projects across multiple industries, including entertainment, advertising, gaming, and education. With a skilled team of 50 artists, North Hill Studios offers a range of services such as commercial animation, feature films, episodic series, video game trailers, 3D character production, rigging, rendering, and environment design.

The studio's portfolio reflects its passion for storytelling and technical expertise, featuring standout projects such as The Cluck Troopers, an action-packed animated series highlighting courage and teamwork; Rocket Rhymes, a fun and educational series designed to engage young learners; and Arts with Mehru, an imaginative show fostering creativity in children. These projects, along with numerous commercial animations and video game trailers, have collectively amassed over 5,000 minutes of completed animation, earning the studio accolades for its innovative approach to visual storytelling.

In addition to its original content, North Hill Studios collaborates with global clients to bring their creative visions to

life. Its commercial animation services provide tailored promotional videos and advertisements, blending compelling narratives with cutting-edge visuals. The studio's feature film division focuses on creating full-length animated movies that showcase advanced storytelling techniques and cinematic artistry, while its 3D production services bring characters and environments to life with meticulous attention to detail.

Notable collaborations and partnerships have enabled the studio to work on projects for major brands and game developers, solidifying its reputation as a trusted name in the animation industry. Its work has been recognized with prestigious industry awards, celebrating the studio's dedication to quality and innovation. By combining the latest animation technologies with a deep understanding of audience engagement, North Hill Studios continues to push creative boundaries and redefine the possibilities of animated entertainment.

### Notable Projects

- ▶ **The Cluck Troopers:** A thrilling animated series showcasing teamwork, courage, and friendship in action-packed adventures.
- ▶ **Rocket Rhymes:** A vibrant educational series that blends entertainment and learning to captivate young audiences.
- ▶ **Fysabyte:** An imaginative project set in a futuristic city where technology and creativity collide.



# TALK TO US



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## About this Industry Roundup

Pakistan Software Export Board developed this paper by hiring services of independent consulting firms to prepare this roundup on Pakistan's Animation sector. The paper focuses on Pakistan-based companies in this vertical and appraises the reader of the expertise available in Pakistan in this domain.

## Disclaimer

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