



Designing Creative  
Interventions for

# Positive Change



# Team magick

## What We Do Best

At Team Magick, we turn complex public health messages into movements with expertise in strategic branding, storytelling, and digital engagement, we partner with global health organizations to amplify their message and mission.



**Team  
magick**

**CREATIVE**with  
**PURPOSE**



# The Work We Do

Branding & Identity  
Development

Public Health  
Campaigns

Data Visualization &  
Digital Storytelling

Marketing & Social  
Media Strategy





# Portfolio



## Sehat Rasai صحت رسائی

برگلی، برگهر، بریچہ

Sehat Rasai is a government-backed vaccination outreach campaign covering 18 Union Councils across 6 districts in Sindh, Pakistan. Funded by Gavi and implemented through Vital Pakistan Trust. The brief was simple but the challenge wasn't: design a bilingual behaviour change campaign that could reach low-literacy, rural communities across Sindhi and Urdu, without a single clinic visit required. We built the full campaign identity from logo to posters, rollups, and social media around one idea: healthcare that comes to you.

The entire campaign was built around one idea: health at your doorstep. The shield became the visual anchor, protective not clinical. Photography was grounded in authentic Sindhi settings, Nastaliq kept the tone community-facing, and messaging was written audience-first.

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## MMS Training Tools

We collaborated with Nutrition International (NI) to support their maternal and child health initiatives in Pakistan by providing specialized consulting services. Our focus was on the design and translation of Social Behavior Change Communication (SBCC) materials tailored to resonate with diverse communities. As part of this project, we developed over 60 unique illustrations to enrich these SBCC materials.

These illustrations were thoughtfully integrated into training manuals, tools, and other communication resources, ensuring culturally relevant messaging that enhances community engagement.

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TOGETHER,  
WE BUILD  
BRIGHTER  
BEGINNINGS



## KuyaKhanya

KUYAKHANYA is an ECD program based in South Africa that blends research with playful exploration to create impactful learning experiences for young children. The design features bright, culturally relevant African patterns and colors, deeply connected to South African heritage, ensuring the program resonates with its audience.

Materials showcase playful imagery of children engaged in learning. A friendly and inviting logo establishes a welcoming tone, while the design remains simple, memorable, and accessible.

KUYAKHANYA empowers practitioners to unlock children's potential, fostering curiosity, creativity, and critical thinking, all while nurturing a lifelong love of learning.

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## Choti Khushi

Choti Khushi Immunization Incentive Support Program addresses low immunization rates in Sindh, Pakistan. The program employs mobile Conditional Cash Transfers (mCCT), offering caregivers mobile airtime of 275 PKR per immunization visit.

For this program, our design work included creating a key visual, which was then used to develop a comprehensive design campaign. This campaign encompassed posters, flyers, banners, signboards, booklets, animations, and videos, all crafted to effectively promote the program, enhance community engagement, and support its goals.

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## Zindagi Mehfooz

Zindagi Mehfooz (Safe Life) program addresses high infant mortality rates from vaccine-preventable diseases in Sindh. The program uses an Android-based digital immunization registry for real-time data tracking, electronic decision support, and SMS reminders.

Our design work for Zindagi Mehfooz included creating a key visual that served as the foundation for a comprehensive design campaign. This campaign featured posters, flyers, banners, signboards, booklets, animations, and videos, all developed to effectively communicate the program's benefits, support stakeholder engagement, and enhance overall visibility.

[View Work](#)


## endTB Clinical Trials

For the MDR TB dissemination program, we successfully adapted materials originally developed for South Africa to suit the Pakistani audience. This involved translating text from Swahili and English into Urdu and Sindhi, ensuring that the materials were accessible to diverse linguistic groups in Pakistan. We also modified the illustrations to reflect local cultural nuances, making the content more relatable.

The developed materials included a counseling aid booklet with illustrations, posters, flyers, patient cards, and flip books, all tailored to effectively convey key messages about MDR TB prevention and treatment. These adaptations ensured that the program's materials resonated with the target audience, enhancing their impact.

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## Sujaag

Sujaag focuses on reducing stigma and building support for people living with HIV (PLHIV) in District Larkana, Sindh. Grounded in local insights, the campaign uses a non-medicalized approach to tackle misconceptions and improve community perceptions of HIV.

For this program, we designed a campaign slogan with the tagline Rishta Nahin, Soch Badlo (meaning: change mindsets, not relationships). In creatives, we developed the creative concept for print, BTL, social media pages, and documentary videos along with on-ground creatives for community engagement that reflected lived experiences to garner acceptance for HIV.

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# Our Way of Making Magick

1

## Discovery & Understanding

- Analyze audience behaviors and needs
- Benchmark similar campaigns (local + global)
- Identify cultural nuances and emotional drivers

- Kick-off meetings with client/stakeholders
- Define goals, audiences, and key impact areas
- Review background materials and previous campaigns

2

## Research & Insights

3

## Creative Strategy

- Sketch ideas and initial layouts
- Share early concepts for feedback
- Involve field teams for contextual accuracy

- Define key messages and formats (video, print, digital)
- Build moodboards and creative direction
- Align tone and visuals with organizational values

4

## Concept Development

5

## Design & Production

- Present drafts for feedback rounds
- Revise designs collaboratively
- (up to 2–3 rounds)
- Ensure donor and partner branding compliance

- Finalize visuals and communication assets
- Create multilingual and region-specific versions
- Run internal quality checks for clarity and accessibility

6

## Feedback, Revisions & Compliance

7

## Delivery & Rollout

- Prepare final files for all platforms (print, web, social)
- Support distribution and publishing needs
- Coordinate with printers or media teams if required





# Impact Across Borders

From local communities to global programs, our work spans cultures and causes. We partner with mission-driven organizations to design inclusive, human-centered digital solutions that create real impact. Wherever we work, our focus stays the same: purpose, empathy, and lasting change.





# Meet the Core team

## Asad Taj | Communications Lead



A results-driven communication professional with over 12 years of experience in strategic planning, brand management, and executing impactful behavior change campaigns. Expertise in digital marketing, content creation, and cross-functional team leadership, with a proven ability to drive engagement and enhance brand visibility. Skilled in developing compelling narratives, managing global communication strategies, and fostering meaningful stakeholder relationships. Passionate about crafting innovative solutions that align with organizational goals and resonate with target audiences

## Iftikhar Ali Butt | Design Lead



With over 16 years of experience in the creative industry, Iftikhar brings expertise in graphic design, animation, web design and development, filmmaking and photography. His extensive work in the health and development sector has equipped him with a deep understanding of creating impactful campaigns for nonprofit organizations. He oversees project management and develops creative strategies, focusing on delivering high-quality, innovative solutions that align with organizational goals and established brand guidelines

## Shafiq Siddiqui | Content Lead



Shafiq Siddiqui is a seasoned digital marketing professional with over 10 years of experience in content writing, marketing, and strategy, alongside 8 years of expertise in social media strategy and management. He has a strong background in healthcare and medical-related projects, as well as digital PR and growth hacking.

Shafiq is known for his storytelling skills, creating engaging narratives that resonate with audiences. His ability to neutralize crises through smart, strategic ideas further highlights his expertise. Additionally, his diverse blogging portfolio spans digital marketing, corporate news, business development, and inspirational topics.



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