

CREATIVE AGENCY



MACSTUDIO

~Creative Shenanigans at its Best

Strategy-led creative agency for brands that want to be remembered.

We build brand identities, social presence, and content systems for F&B, lifestyle, Health & Sports brands across India, the UK, the UAE, and North America.

Where Shenanigans Become Strategy



■ ABOUT US

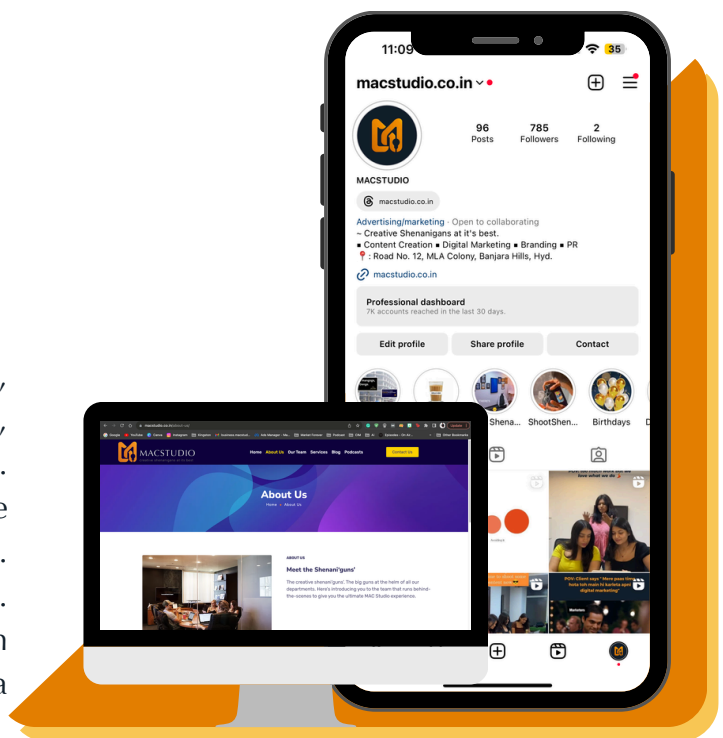


Founded in Hyderabad in July 2021, MACSTUDIO is a creative agency built around one belief: most agencies are good at creative or good at strategy, almost none are good at both. We work with restaurants, lifestyle brands, and export-focused businesses to build brand identities, social presence, and content systems that move numbers, not just look good.

Today our work spans Hyderabad, London, Dubai, Canada, and Texas with 100+ brands trusted to our team.

■ WHY US?

In-house production. Cinematographer, photographer, content team, no outsourcing, faster turnarounds. · Strategy on every project. Every campaign starts with a brief, audience map, and content calendar, not a moodboard. · Hospitality DNA. International experience. We've handled brand operations from London (LN+B) to Dubai (Just Padel) to North America (NawabSaab Canada, OG Gyros Texas).



■ *What We Do?*

We're a full-service creative agency built around two core capabilities, brand building and performance-led social media marketing, supported by in-house production.



■ **BRANDING**

Naming, logo design, visual identity systems, brand books, packaging, and brand positioning. We've built brands from scratch (Experium, Hyderabad) and rebuilt brands needing premium repositioning.

We delve deep into the essence of your business, mining for those golden nuggets of uniqueness. We don't just color within the lines; we paint vibrant narratives that set you apart in the digital mosaic. It's not branding; it's the art of telling your story.

■ **MARKETING**

Content calendars, reels, Meta and Google ads, influencer campaigns, and analytics-led monthly retainers. Our typical engagement: 8-15 pieces of content + 1 hero campaign per month.

Our strategies aren't just data-driven; they're strategically orchestrated to elevate your brand to new heights. We're not here to shout your message; we're here to sing it. Your marketing isn't just a set of tactics; it's a well-composed strategy that resonates with your audience, strikes the right chords, and moves them to take action. It's not just about visibility; it's about making a lasting impression. It's not marketing; it's the art of orchestration.

OUR SERVICES

Six service lines, all delivered by an in-house team. Whether you need a single brand build or a year-long content retainer, we plug in at the level you need.



BRANDING & IDENTITY

From memorable visual identities to strategic messaging, we carefully shape brands that audiences immediately connect with and remember.

SOCIAL MEDIA MANAGEMENT

Our strategic approach ensures your social media doesn't just gain followers, it gains advocates.

CONTENT CREATION

We don't create content just to fill feeds—we craft compelling visuals and narratives that captivate audiences and deliver measurable impact.

WEBSITE & DIGITAL DEVELOPMENT

Our digital experiences combine strategic user-experience design with creative execution, turning visitors into engaged customers.

INFLUENCER MARKETING & PR

We connect your brand with voices that matter, creating powerful partnerships that amplify your reach and strengthen your credibility.

4 countries • Since 2021



107+
CLIENTS



10000+
CREATIVE SHOTS

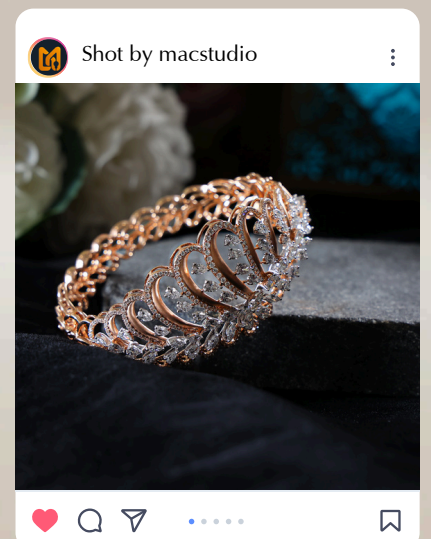
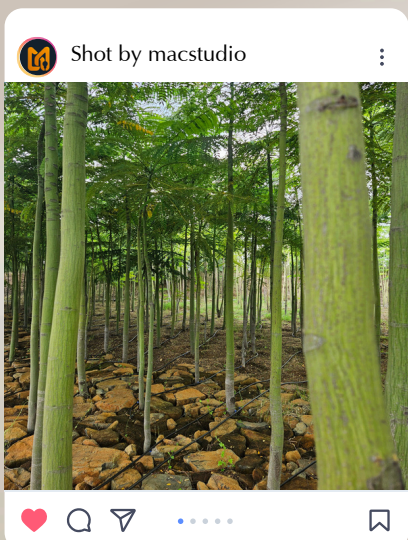
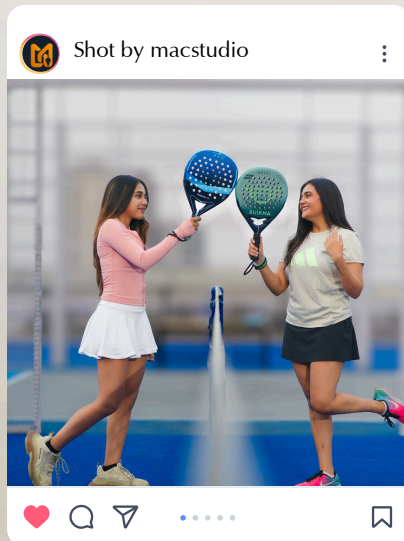
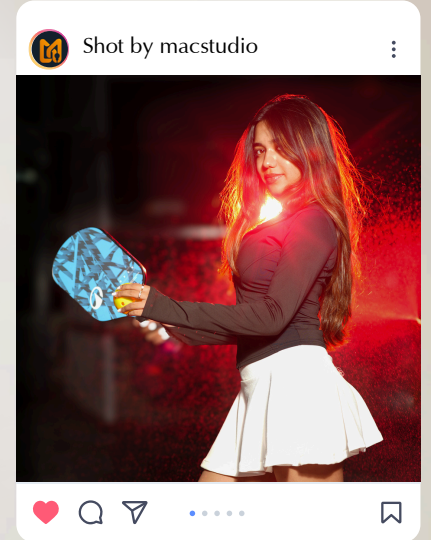
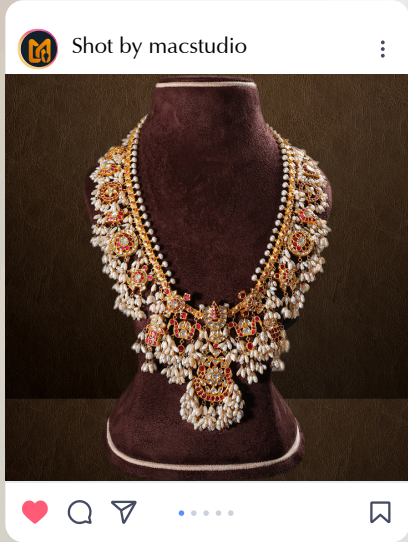


8000+
REELS/VIDEOS

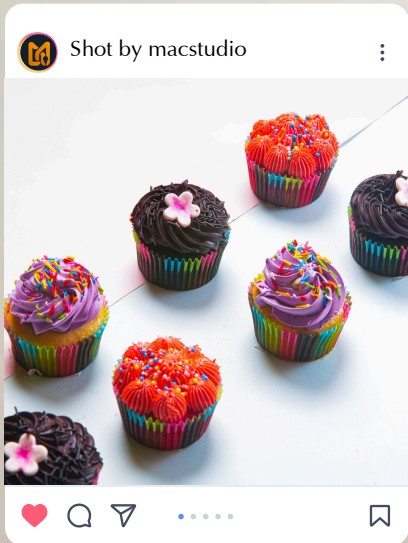
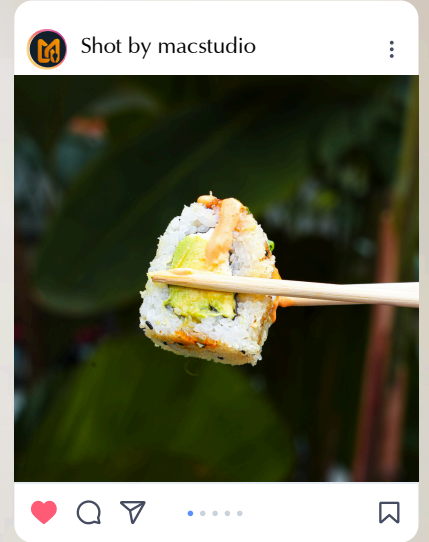


21
WEBSITES

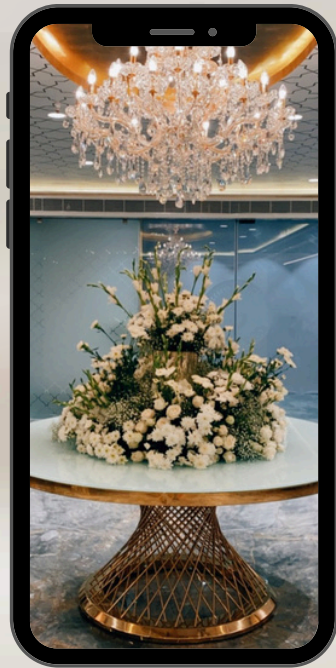
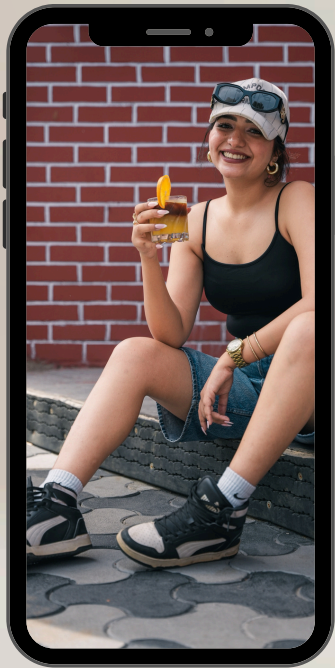
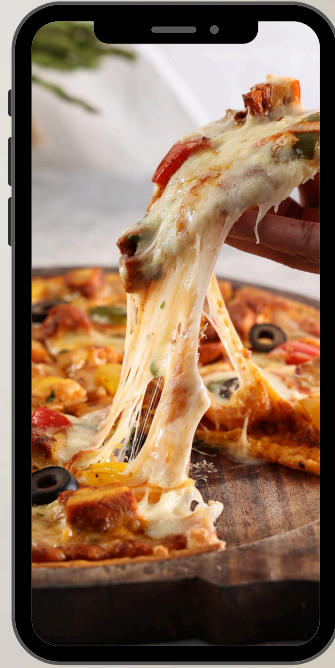
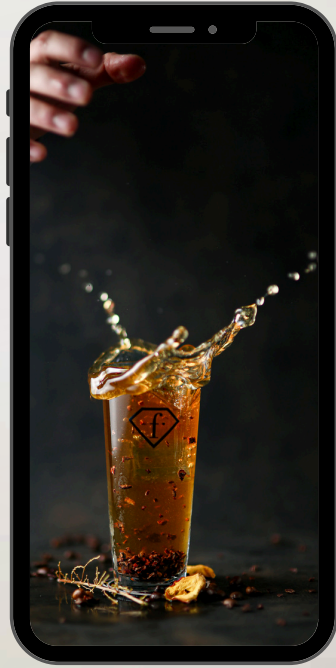
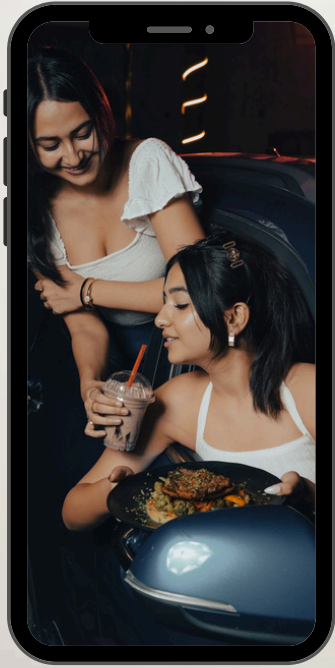
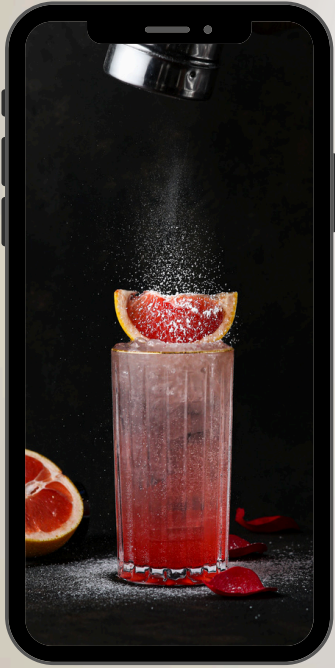
WHERE **CREATIVITY** GETS DOWN TO BUSINESS



WHERE **CREATIVITY** GETS DOWN TO BUSINESS



WHERE **CREATIVITY**
GETS DOWN TO BUSINESS



WHERE **CREATIVITY**
GETS DOWN TO BOLLYWOOD

FARAH KHAN × MACSTUDIO



MACSTUDIO led the production of a reel-first brand film campaign designed for digital impact. With Farah Khan fronting the creative collaboration, we crafted high-energy Instagram content that captured the scale, culture, and festive spirit of Hyderabad's iconic Ramadan celebration for the brand Dawaat e Ramzan, curated by Anam Mirza

The campaign combined storytelling, social-first production, and performance-focused content strategy, turning moments into memorable brand experiences and driving stronger audience engagement across digital platforms.

[Click here to watch the reel.](#)

WHERE CREATIVITY GETS INTERNATIONAL



GLOBAL OPERATIONS Hyderabad-built. Internationally trusted.



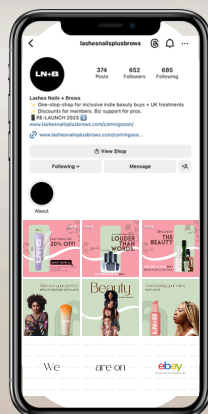
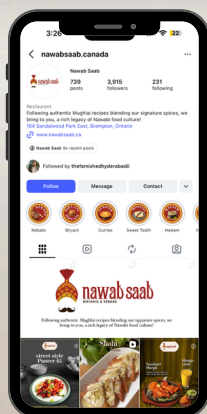
What started in a Hyderabad studio now serves clients across four countries.

🇬🇧 London - LN+B (Lashes, Nails + Brows) - UK operations led by partner Asad during his Master's at Kingston University.

🇦🇪 Dubai - Just Padel - UAE operations led by partner Moiz during a year-long residency.

🇨🇦 Canada - NawabSaab Restaurant - Brand and social, executed remotely from Hyderabad

🇺🇸 Texas - OG Gyros - Social-first launch and ongoing content. Creativity, communication, and execution that travels.



WHERE CREATIVITY GETS INTERNATIONAL

Proudly naming and branding one of Hyderabad's standout experiences.



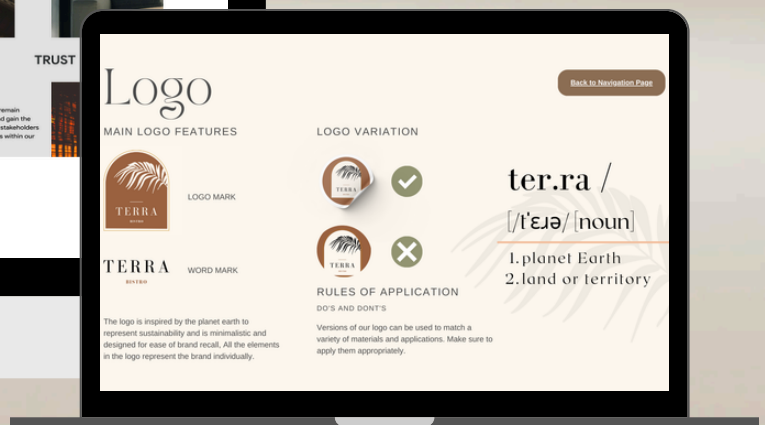
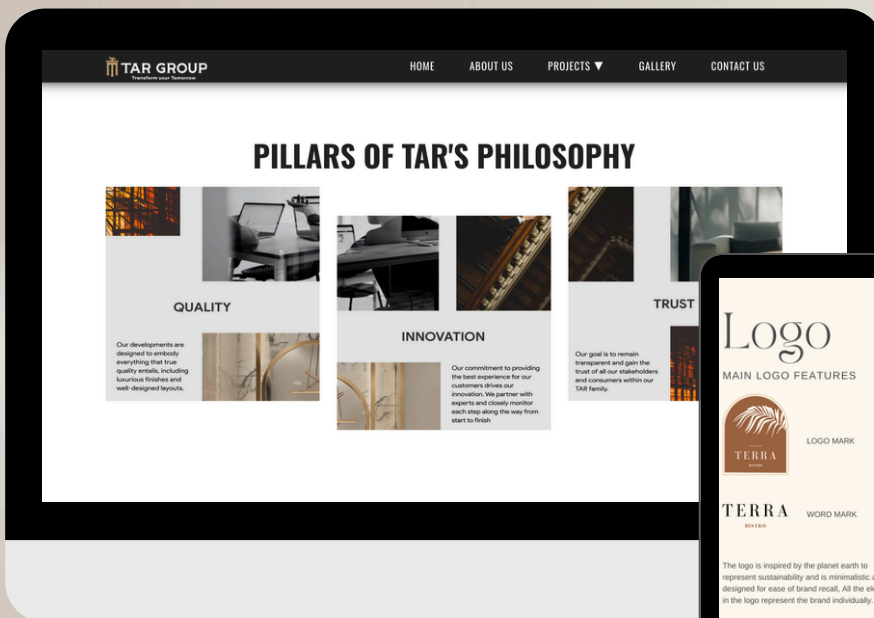
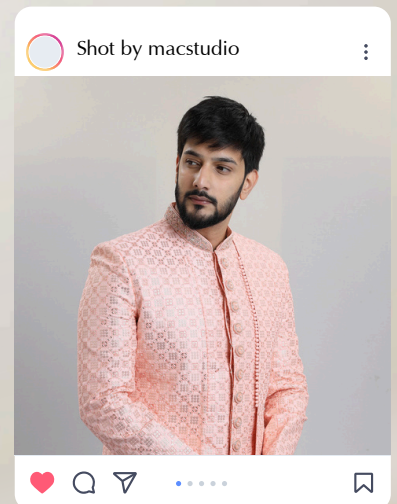
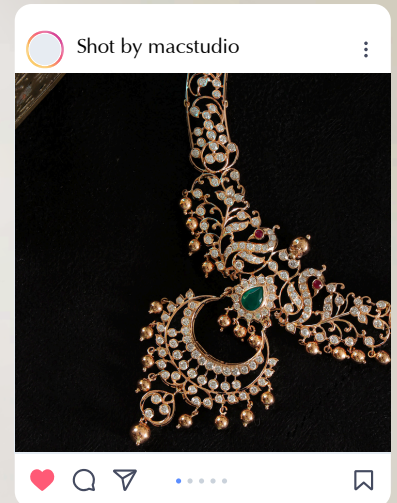
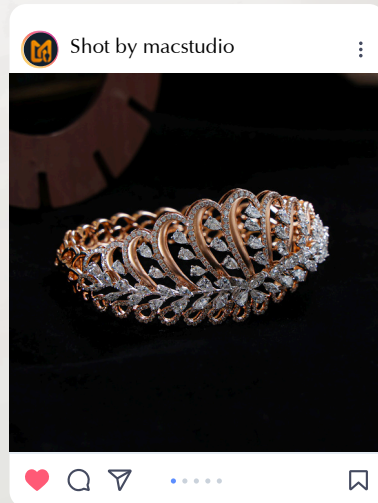
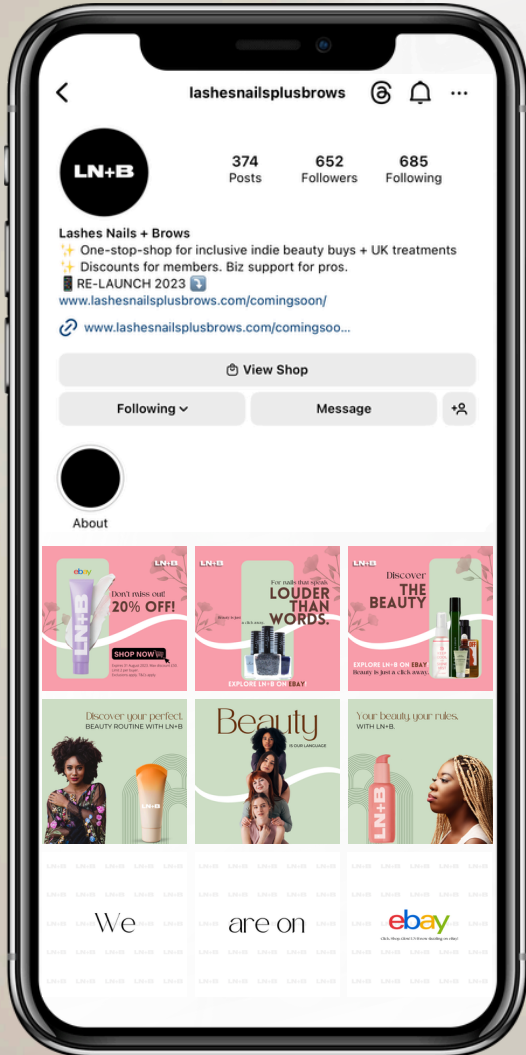
One of MACSTUDIO's proudest milestones was creating the complete brand identity for Experium

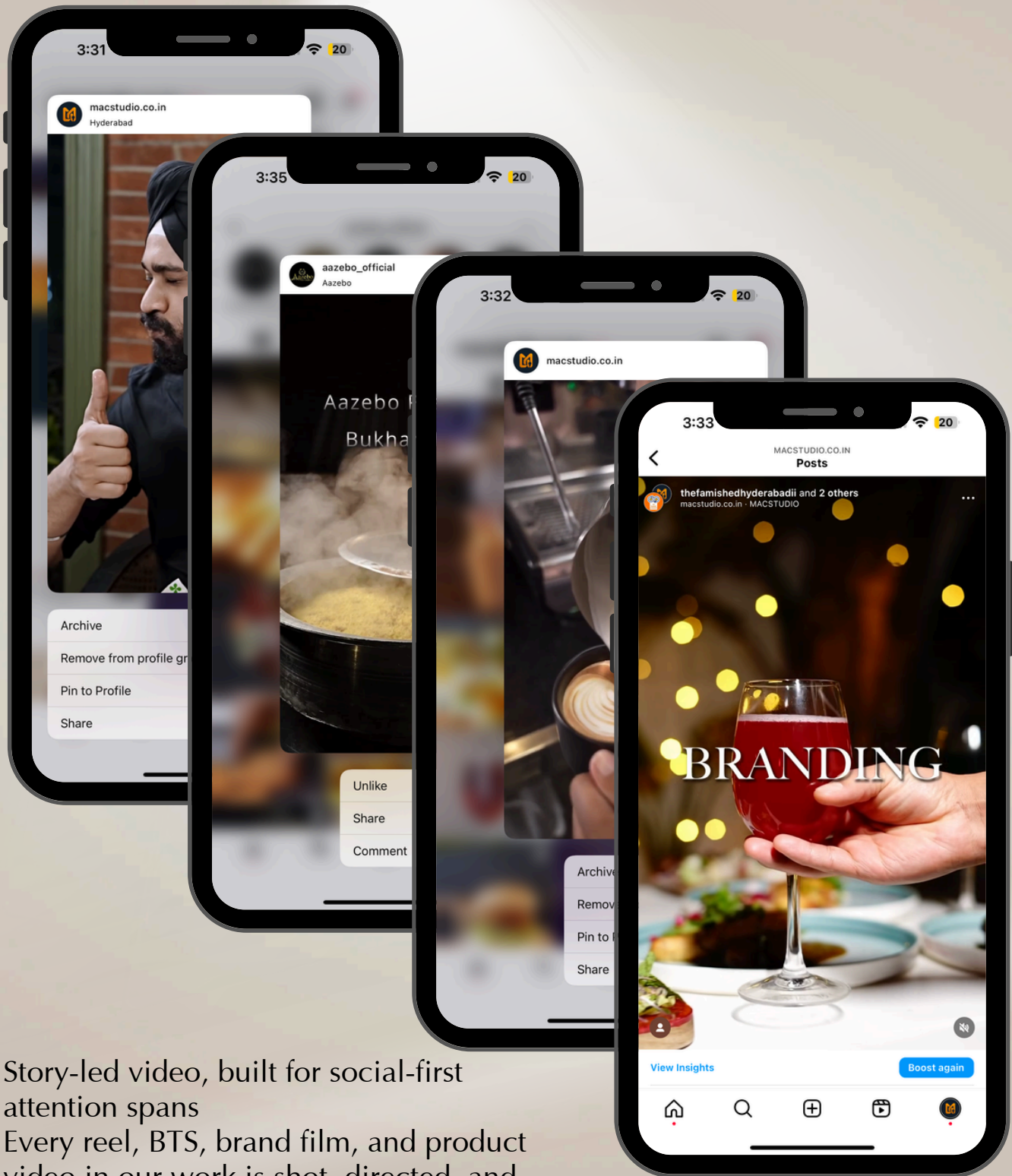
Challenge: Originally launched as "Green Kingdom," the destination needed a name and identity that signalled a premium, experience-led offering — not a theme park.

Our work: Naming, logo, visual identity, typography system, brand voice, complete 40-page brand book, and brand application across digital, packaging, and signage.

Result: A modern, ownable name and identity system that positioned premium

CASE STUDY





Story-led video, built for social-first attention spans
Every reel, BTS, brand film, and product video in our work is shot, directed, and edited in-house by our own cinematographer and post team. No outsourcing, no agency markup, no missed deadlines.

[Click here to watch the reel.](#)

CONTENT CREATION IS
OUR **SECRET SAUCE**



KNOW OUR FOUNDERS

MOHAMMAD ASADULLAH

Founding Partner & Managing Director

A passionate marketer with a mind that sees connections others overlook, Asad's strategic insight transforms good ideas into exceptional brands. He ensures each campaign is rooted in thoughtful strategy, never style over substance.

A relentless creator. A bridge between crazy ideas and business brilliance. In addition to his role at MACSTUDIO, he is known for his creative pursuits (such as running a YouTube vlog channel, Merlyn Vlogs and podcasts) and he pursued a master's degree in the UK. Asad's blend of entrepreneurial and creative experience helped set the vision for MACSTUDIO as a strategic creative agency.



KHAJA MOIZUDDIN

Founding Partner & Managing Director

Moiz isn't just creative. He's a storyteller who makes your audience listen, look, and care. Leveraging extensive experience in social media and content creation, Moiz crafts narratives that resonate and drive action.

Before fully diving into entrepreneurship, Moiz worked at Google Hyderabad in Digital Ads.

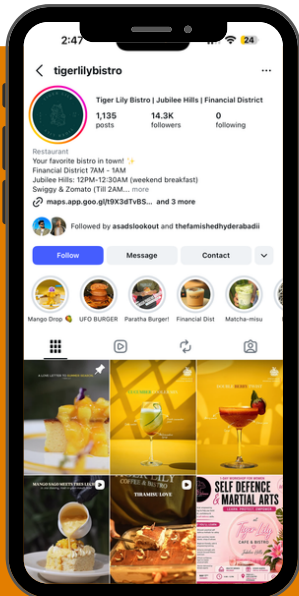
His personality strongly shapes MACSTUDIO's brand culture and its rapport with clients. Moiz's background as a food and lifestyle blogger/content creator contributed to MACSTUDIO's strength in hospitality branding and social media marketing.

OUR CLIENTELE

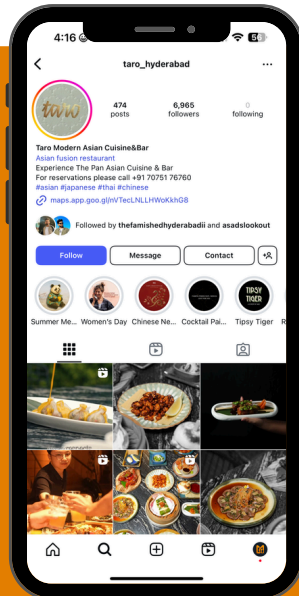
100+ BRANDS ACROSS F&B, FASHION, SPORTS, REAL ESTATE, EDUCATION, AND LIFESTYLE



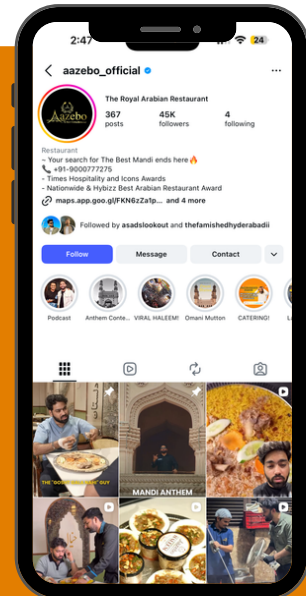
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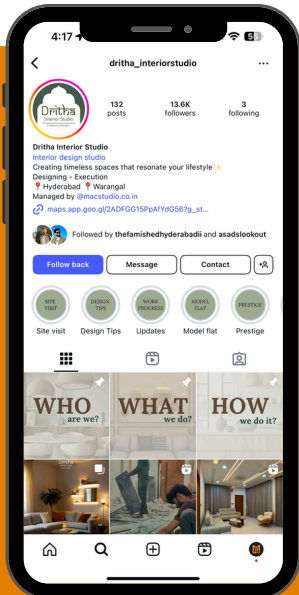
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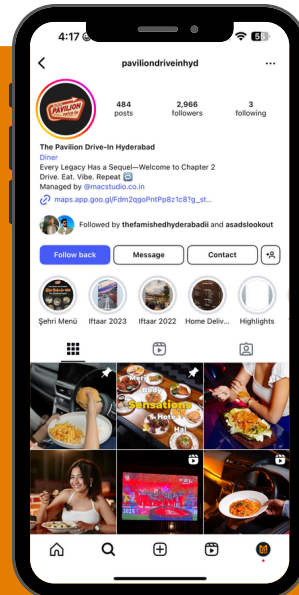
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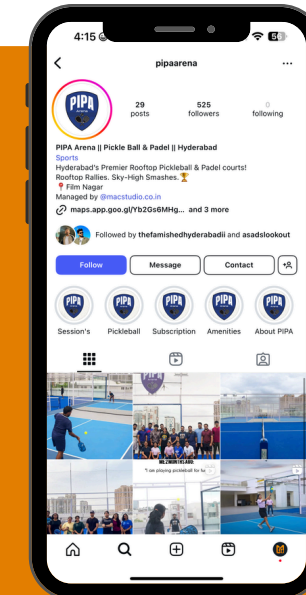
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LET'S BUILD SOMETHING WORTH REMEMBERING.

If you're a founder, marketer, or brand owner thinking about your next campaign, brand build, or content engine, we'd like to talk. Most engagements start with a 30-minute discovery call. No pitch, no slides, just a conversation about what you're trying to build.



Let's Get In Touch

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