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AdAsia Lahore, 2019 Day 1





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ADVERISEMENT SUPPLEMENT & SPECIAL REPORT



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ADASIA LAHORE 2019

Messages

AdAsia 2019 to be a landmark event, anticipates Javed Jabbar



We're here to nourish ideas.

Approaching EBM as its Official Sponsor for AdAsia 2019

EBM

Publication: Dawn

Stations: Khi, Lhr, Isb

Date: Dec 03, 2019

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AdAsia
LAHORE 2019

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AdAsia 2019 Lahore — a benchmark in advertising industry of Pakistan

AdAsia 2019 to be a landmark event, anticipates Iqbal Jabbar



Karachi Institute of Economics & Technology

BSCS, MCB, MSCS, PhD, MSTE, BSC, BCA, MCA, MFA, BS

14 December 2019

SYNERGIE

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Date: Dec 03, 2019
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AdAsia
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The advertisement supplement is divided into three main sections. The top section, titled 'My international breakfast', features a grid of 15 circular portraits of individuals, each accompanied by a short text block. The bottom-left section is a 'CONGRATULATIONS' advertisement for STAR, featuring a target graphic and a list of services. The bottom-right section is a McDonald's advertisement for 'Yeh Such haj' (This is Hajj), showing a meal for Rs. 450 each, with other meal options for Rs. 540 and Rs. 620.

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AdAsia bound to bring fresh ideas and perspective to the table

We understand Pakistan better

Because, serving Pakistan is our focus.



AdAsia is a leading digital advertising agency in Pakistan, offering a wide range of services including display advertising, video advertising, and mobile advertising. We are committed to providing innovative solutions and exceptional service to our clients.

midas
www.midas.com.pk
UAN: 111-643-271

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The collage features the AdAsia Lahore 2019 logo at the top left. To its right is a newspaper page with the date 'DECEMBER 34 2019' and '5'. Below the newspaper are several small portraits of individuals. At the bottom of the collage is a large advertisement for EBM microphones. The ad has a green background and features the text 'We're here to nourish ideas.' and 'Announcing EBM as the Official Microphone of AdAsia 2019'. It also includes the EBM logo and contact information.

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Print

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AdAsia LAHORE 2019

Putting Pakistan back on the map



When you think of Pakistan, you think of a country that is rich in culture, history and heritage. It is a country that has a long and glorious past, and a bright future ahead. Pakistan is a country that is full of life and energy, and it is a country that is proud of its achievements. Pakistan is a country that is full of talent and creativity, and it is a country that is full of hope and optimism. Pakistan is a country that is full of love and compassion, and it is a country that is full of peace and harmony. Pakistan is a country that is full of beauty and grace, and it is a country that is full of strength and courage. Pakistan is a country that is full of pride and honor, and it is a country that is full of respect and dignity. Pakistan is a country that is full of faith and belief, and it is a country that is full of love and kindness. Pakistan is a country that is full of hope and dreams, and it is a country that is full of passion and determination. Pakistan is a country that is full of life and joy, and it is a country that is full of peace and happiness. Pakistan is a country that is full of love and compassion, and it is a country that is full of peace and harmony. Pakistan is a country that is full of beauty and grace, and it is a country that is full of strength and courage. Pakistan is a country that is full of pride and honor, and it is a country that is full of respect and dignity. Pakistan is a country that is full of faith and belief, and it is a country that is full of love and kindness. Pakistan is a country that is full of hope and dreams, and it is a country that is full of passion and determination. Pakistan is a country that is full of life and joy, and it is a country that is full of peace and happiness.

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CAPITAL SMART CITY

Smart is the way to live today

www.capitalsmartcity.com

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AdAsia LAHORE 2019

Inspiring speakers with their inspiring insights at AdAsia Lahore 2019

<p>NADEEM CHAUDHRY CEO of Chaudhry & Partners, a leading advertising agency in Pakistan. He has over 20 years of experience in the industry and has worked with numerous international brands.</p>	<p>YOUSANG PARK CEO of Y&P, a leading advertising agency in South Korea. He has over 15 years of experience in the industry and has worked with numerous international brands.</p>	<p>POOJA KOHLI CEO of P&P, a leading advertising agency in India. She has over 15 years of experience in the industry and has worked with numerous international brands.</p>	<p>IQBAL MASOOD CEO of I&M, a leading advertising agency in Pakistan. He has over 15 years of experience in the industry and has worked with numerous international brands.</p>
<p>USMAN SAIF CEO of U&S, a leading advertising agency in Pakistan. He has over 15 years of experience in the industry and has worked with numerous international brands.</p>	<p>NADEEM CHAUDHRY CEO of Chaudhry & Partners, a leading advertising agency in Pakistan. He has over 20 years of experience in the industry and has worked with numerous international brands.</p>	<p>POOJA KOHLI CEO of P&P, a leading advertising agency in India. She has over 15 years of experience in the industry and has worked with numerous international brands.</p>	<p>IQBAL MASOOD CEO of I&M, a leading advertising agency in Pakistan. He has over 15 years of experience in the industry and has worked with numerous international brands.</p>
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CONGRATULATIONS
for winning AdAsia 2019 in Pakistan

STAR
Advertising

Cherish the moments of CELEBRASIAN

7 CHANNEL 7

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Inspiring speakers with their inspiring insights at AdAsia Lahore 2019

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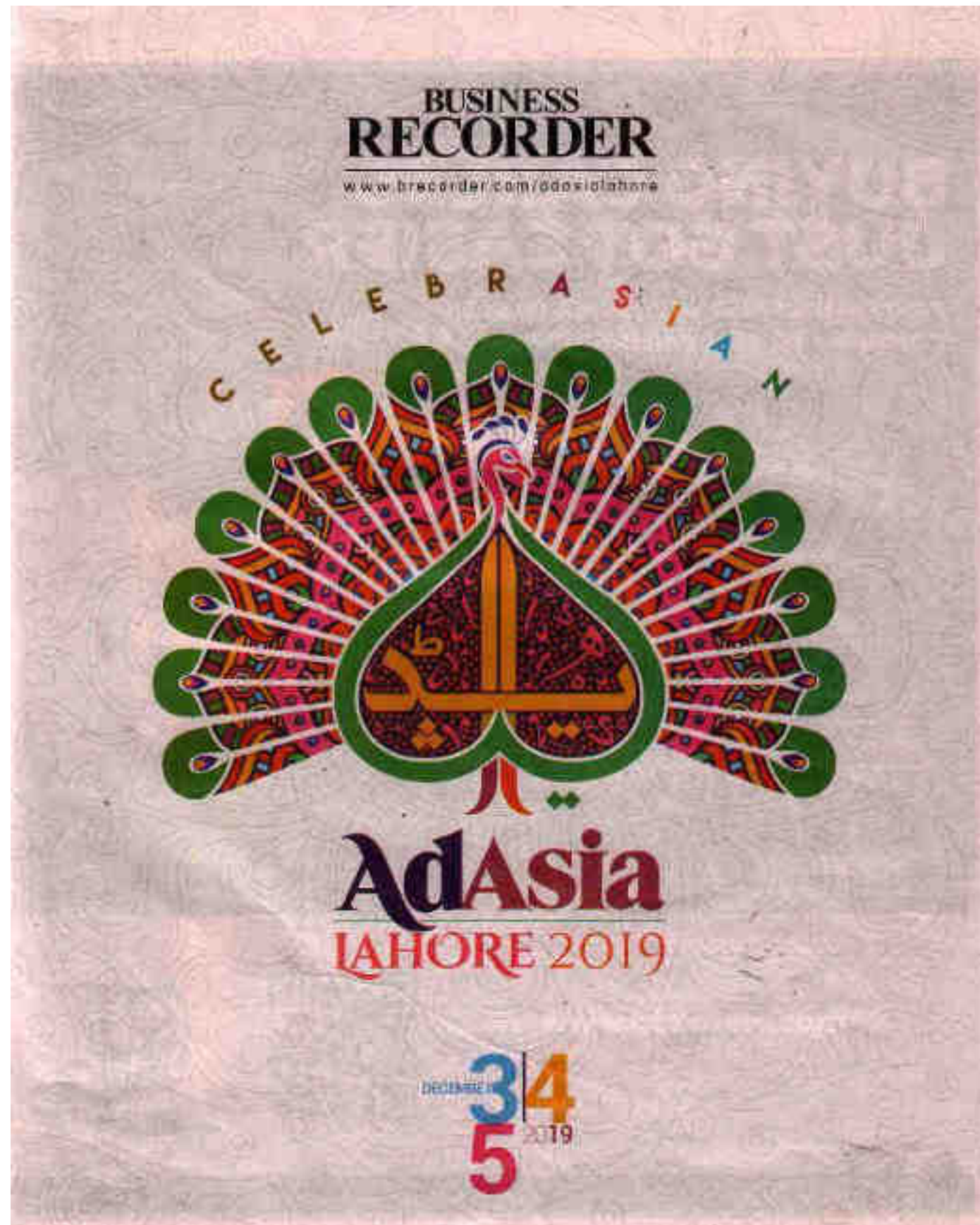
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**AdAsia
LAHORE 2019**



BUSINESS RECORDER CELEBRASIAN SPECIAL REPORT

Messages

Dr. Arif Alvi
President of Pakistan

I would like to congratulate the AdAsia Advertising Congress which is going to be held in Lahore, Pakistan. The first occasion when I watched Pakistan was 30 years ago. Lahore is a beautiful place, Pakistan is a booming country. Our advertising infrastructure is going to become modern in a matter of few years. It is the place where business and industry flourish, the general industrial business, everything is going to increase. So this is the place to be.

At the same time, we are enjoying the culture of Lahore, you will enjoy the beautiful country, come and visit the southern part of Pakistan, Lahore is a place of the most beautiful architecture in the world which is going to change in the next few years. So we should come to Lahore in December.

Raymond So
Chairman, Asian Federation of Advertising Associations

It is my great pleasure to bring AdAsia to Lahore in Dec 2019. AdAsia is the most important congress organized by the Asian Federation of Advertising Associations (AFAA) and we have been organizing this regional industry event for thirty years in many different countries. It means a lot for the Pakistan advertising industry to host AdAsia again in Lahore after 20 years. It demonstrates much to what I attended at Lahore Congress when I first visited the 1999 AdAsia Lahore because of personal reasons. Coming to AdAsia 2019 Lahore completed the missing dot on the map.

Pakistan is a fascinating but mysterious country to many people. People had different images and perceptions of Pakistan based on media reports or stories shared by friends. AdAsia provides a good opportunity for them to come and see the beautiful country and learn more about the diverse culture and business development. A visit here will help them get a true picture and see it for themselves. AdAsia is a great platform to establish the leading country image and foster better understanding overseas.

In addition to the best watching and learning about marketing trends, AdAsia provides the most interesting sites of Pakistan and Asia with the same roof for a strong Asian network. I have witnessed great bonding and cooperation developed among professionals from different destinations. This friendly and emotional network will bring great progress to the Pakistan advertising and marketing community.

Last but not the least, I want to thank the AdAsia Lahore organizing committee especially Mr. Saadul Ali for their great job in hosting AdAsia Lahore. It takes a lot of courage, hard work and commitment to organize such an important congress. Thank you to the Pakistan Advertising Association and the Pakistan Government for their support during preparation of the Congress. Look forward to a wonderful and memorable AdAsia in Lahore.

Tariq Khan
Member, National Advertising Board, Pakistan Institute of Journalism, Quaid-e-Azam University, Islamabad, Pakistan. Formerly, Director, Business Recorder, Islamabad. PAA Award Recipient for Best TV Ad for Media Development Institute. Member, AdAsia 2018 Organizing Committee

There is an ongoing shift in the case of newspapers, they either print or online. Business Recorder was founded in 1954 by visionary W. A. Khan. Today, Business Recorder stands as a living example of journalistic growth in nationwide Media houses.

Followed by AdAsia 2009, 2014, AdAsia Lahore was held in 1999. It is heartening to learn that AdAsia is a step of three decades. AdAsia is going to be held in Lahore in December 2019. I would be proud to have my fellow advertising professionals in the field of advertising, the 20th special anniversary of AdAsia is a record making event. AdAsia is a record making event. AdAsia and I would be proud to be together in the pages of special supplement series. Well, I hope I would be able to look beyond 2020.

In the end of the line, AdAsia should discuss about the official language. A language which is common and understood in both the official languages of the official language of AdAsia. The English language is not a common language but it is a common language.

Imran Khan
Prime Minister of Pakistan

It gives me the most pleasure to write the strong message from across the world to Lahore, the city of dreams for the biggest exhibition of advertising - AdAsia 2019.

AdAsia is coming back to Pakistan after 30 years, some players have left AdAsia in 1989. Ever since coming to Lahore, I would say **One Asia One World**.

Lahore is the cultural hub of Pakistan and fourth most city in the world in terms of diversity, mosques, parks, fireworks, markets and gardens.

We would be very happy to host you at AdAsia 2019 in Lahore. See at home, think forward to welcoming you and ensure you have a comfortable and pleasant stay in Lahore.

All the best!

Sharmeen Obaid-Chinoy
Two-time Academy and three-time Emmy Award-winning director

After 30 years, AdAsia is coming to Pakistan, a long way to have a dialogue about our Lahore and to tell our story to rest of the world. As a filmmaker who has worked on stories that matter, at AdAsia I will be having those stories that make a difference across the landscape.

Bipin R Pandit
Chief Operating Officer, The Advertising Club

I joined The Advertising Club Mumbai in the year 1998, and throughout the year I was hearing a lot about the event called AdAsia, a normal event that was to happen in December in 1999.

I was pretty excited because it would be my first AdAsia and I was to sit at the side of the Best TV Ad award ceremony in Fortbani, Thailand.

I attended the event and made great friends who are bringing me much with the AdAsia. In fact, the friends who I made during AdAsia have stayed with me and I have also found them close about the same.

Once such a wonderful event when I met in 1999 (i.e. 20 years back).

Jawad Ahmad now based in Dubai, Business Recorder, Pakistan.

Jawad Ahmad has a career in the food for everyone and he is extremely talented and well rounded person. He is also very connected with people outside of his job. His working relationships with Saadul Ali, Hameed Uddin Shah, What Jawad has achieved in the field of Advertising since 1995 is a commendable supplement to Business Recorder which has a firm base of informative articles, congratulatory messages and lovely pictures about his contribution in Pakistan. AdAsia is a great platform to expose things which are important. It has great information on AdAsia.

I have been watching and contributing Business Recorder supplements in AdAsia for years since 2005. Business Recorder is a platform for people to share their knowledge about the advertising industry and advertising work that is being done in the industry. It is a platform for the supplement and when it is published at the event. The job is complete. 30 years of publishing AdAsia supplement which will be celebrating at AdAsia 2019. What a unique and significant achievement.

I wish I could see my dear friend at the event and may God give him huge success in future.

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BR Research



Javed Jabbar is a prominent Pakistani writer, filmmaker, a former advertising practitioner and former senator and information minister. He is Honorary Chairman of the Organizing Committee of AdAsia 2019, having served as Chairman, AdAsia 1989. For this supplement, he shared valuable insights into the media industry now and what it was a few years ago, and how advertising and demand for it has evolved over time in Pakistan.

interview with

Javed Jabbar



BR Research: How has the advertising market evolved over the past 10 years, especially if we're looking at how different the market demand is today, particularly considering the demographic changes that have taken place in the country?

Javed Jabbar: First of all, the market changes we see with us are not as very different. The changes that occur in various times may have been more gradual or specific to a particular area. But over the last 10-15 years, not only has it come in various layers, it has been at the same time very rapid. The parallel change has come due to rising demographics. One is the shifting of people from rural to urban areas that has made Pakistan the most urbanized country of South Asia today. Two in the rising youth base in our population—the population growth rate surpassed that of India, Bangladesh and Sri Lanka. Three is the connectivity through connectivity not only in urban areas but in rural areas, where access to cell phones is still low, which majority of the population may be not able to use but can still operate a phone and be commercially literate. This phenomenal change of connectivity has a structural effect on what people are spending what they are willing to pay, and spend money on.

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BA: Let's talk a little about the media industry in Pakistan. Over the past two years, we have seen a visible decline in media buying. Print media has been grossly affected. Overall, does electronic media is not doing so well. What are some of the reasons?

SA: In the last ten years, I would say, there was a tremendous boom in the media sector. New projects were coming in, and new brands were launched, private sector was vibrant and growing. The media was one of the major beneficiaries of that boom. But over the last almost two years, a lot of uncertainty has entered the market which has slowed down investments. Media buying whether it is the private sector or the public sector has slowed. So certainly one factor is the slowdown in the economy or rather a correction in the cycle. Whenever a correction takes place, in a boom (growth) and development. Obviously, this has affected advertising.

Part of the reason is also that advertisers look at advertising as an expense, not as an investment. When in fact, this is actually the time to keep investing. I believe, that the most expensive real estate we can hold is the eye in the minds of the consumers which we have to build and maintain. My message to advertisers is that this is the time to invest, because in every crisis there is an opportunity. I think AdAsia is one such opportunity. It is a platform which can pull us out of this sort of a depression.

The second reason is the depletion of media or government advertising. The big newspapers' dependence goes upto 25 percent while nearly 90-95 percent of revenues for small newspapers come from government advertising. For television channels, it was 40-55 percent. As we have seen, government has cut down their spending by almost 50 percent. As a result, small newspapers can only generate 40 percent, and big newspapers can only generate 10 percent of their income through government advertising.

Then, there are other reasons such as reduction in investment in real estate and increased restrictions such as the Supreme Court's decision to ban high rise construction. This was later reversed, but it did affect activity. In other cities like Lahore and Islamabad, when factors affected real estate investment, both in the classic example, it was a major advertiser industry was off over the past nearly two years due to its legal ban (in).

BRR: Has the emergence of social media affected demand for traditional media, especially when we consider that the growing population in Pakistan is mostly comprised of youth who prefer new technology?

SA: Yes, and no. The biggest problem I think is the one that we have created for ourselves. Whether it is traditional media or what we call legacy media, whether it is newspapers or the television, the problem is that we are not connecting with the millennials and younger audiences. Our problem is that we are making programs for ourselves and not reaching into this new burgeoning segment.

I feel that we need to hire younger people in order to connect with the millennials and understand their nuances, and their values, and we need to relate to them. With relating to them, we cannot communicate to them.

To BRR, it is not true, that the younger generation is across common culture, not platform centric. If they are getting the content that they want on the digital platforms, they will go to digital platforms. But if they are getting the same content that they can watch on TV, or read in the newspaper, they will move to those platforms. We need to give them the content.

BRR: Isn't the other way around? We have seen a lot of content on TV and on print being streamed from content originally generated on social media. Viral videos, or tweets that become part of the news cycle in order to connect to that younger generation. But it looks like internet is far more accessible to the larger audience, particularly the younger generation. If the content is the same, they would prefer getting their news online, no?

SA: We need to have a broader perspective on this. Media is a product that we are consuming in a life cycle of 24 hours. We may read the newspaper in the morning, then in the afternoon, we may browse the internet while on an office or school break. On the way back, we may listen to the radio. At home during the evening, we may watch television, maybe read a book or browse the web. It is the media's challenge to fill in that 24 hour cycle. These 24 hours are divided and shared amongst mediums including print, television, radio and digital.

This is what we need to understand - that audiences are using different platforms and if a single space now, as media, we are not changing with the consumer's choices and preferences. Our challenge is to become relevant, create fresh content and get a bigger share of the 24-hour cycle.

BRR: So you are fighting for a greater market share?

SA: Not market share, I would call it, attention share.

BRR: Why is print media dying? And can we revive it?

SA: Media buying has certainly declined and there are several reasons for it. The biggest reason is pricing. The price of a newspaper is so prohibitive - Rs20 for Urdu, Rs40 for English - that the average man cannot buy it daily. We need to rethink our pricing model. The cost of newspaper production is very high, which newspapers have to fill up with advertising. Secondly, as I talked about earlier, we are not getting new readers, because we are not attracting younger generation. If we attract younger generation, they will be able to keep on adding to our audience. Since we are not giving them the content they want to read, they are not being attracted towards the newspaper.

If you look at the statistics economies where internet penetration is nearly 100 percent, people are still reading the New York Times on print. The Financial Times made a costly mistake recently and they informed the subscribers that the necessity of these online readers were not migrating from print. We would assume that traditional readers are also moving online, but it would be the wrong assumption. There is definitely still drive.

Newspapers in Pakistan are there for a long time. We will struggle but we will survive. However, we need to work on it. We need to create better content and promote the culture of reading and it is upon us the media groups and organizations like the business knowledge which can work to improve this present state of affairs.



We want to make it a big event, it's not about AdAsia, it's also about Pakistan - we want people to see the real Pakistan - we believe there is a Pakistan beyond what the Western media presents us.



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BR Research

Dr Zeelaf Munnir is the Managing Director & CEO of English Essuits Manufacturers (EEM). EEM is one of Pakistan's most prestigious home-grown brands now in its 107th year and is a market leader in the biscuit industry. For this supplement, Dr. Zeelaf talks about the legacy that EEM has created for itself in the market and how that shapes the company's future as consumer demand evolves.

inter view with Dr. Zeelaf Munnir

BR Research: Over the past 107 years, Pakistan has seen a lot of ups and downs. How has the industry fared during this time?

Dr. Zeelaf Munnir: Biscuits have always been and continue to be the most affordable, wholesome and nutritious food items for millions across Pakistan. Hence, we've always been of our importance and responsibility. Despite the economic slowdown, we have maintained our ability to stay connected to our consumer and keeping our price points consistent at affordable levels. Our brands are growing in volume as well as value which is reflected in our syndicated sales and the consistent performance of our operations. We continue to draw strength from this. As a result, we continue to lead the market from the top with 31 percent market share in the organized biscuit segment that boasts a turnover of PKR 1 billion.

BR: No doubt that is a household name and you have been in the industry for a long time. How do you see the industry in the future?

Dr. Zeelaf Munnir: In a market that is becoming more and more competitive and is becoming increasingly diverse, we have seen a lot of new brands enter the market. We have also seen demand changing due to demographics as well as moving toward health awareness. How do you keep up?

Dr. Zeelaf Munnir: EEM is a market leader in our space. Market for us is not just competition, it is how we will be perceived by our consumers. Through our market research, we understand the evolving needs of the market — which is a major demographic change we have seen over the past decades. Accordingly, we introduced more health-centric products or those that appealed more to the younger generation. In terms of innovation and marketing, we have been at hand and the two go hand in hand.

Secondly, when we first started off, we were creating brand awareness and brand equity and that is what our marketing has been about. Today, we are already a market leader with a strong brand equity. How do you see the brand's future and how do you see it evolving?

Dr. Zeelaf Munnir: It is to our different target audiences, we would like to see our brand's legacy, heritage into a contemporary brand personality.

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There have been in the forefront of some-based initiatives which we take to empower communities. We are setting the trends and creating new benchmarks.

Ready, part of keeping up is also through our analytical distribution network which is par with its capacity the top FMCG in Pakistan. We ensure our product is reaching our target markets in a timely and efficient fashion.

BRR: Is rising health awareness a concern for you?
ZM: It is not a concern, it is an opportunity for us. The awareness for specific health needs is an exciting segment, but at the same time, it is a niche market. But for awareness itself has opened more avenues for us to explore. We want to cater to this new segment as well and have already started to with a few selections of whole wheat products. We are following consistent health and fitness routines and taste profiles closely and we are growing our brand accordingly as we go.

BRR: Has your approach to marketing changed due to the changing media landscape, with social media taking a big chunk of the market share?
ZM: Most definitely. We understand completely that when we are talking to Millennials and Gen Z, our approach has to be different. This is the generation that has grown up using technology and is always on the go. To cater to this target group, we have had to use the mediums they are using. While majority of our marketing is still using traditional mediums like TV, outdoor, radio and print, the 40% percent growth in the digital territory cannot be ignored. Notable, as a brand, we have moved to that platform as well.

I would like to emphasize though that our decision about the medium, but also and more importantly, about the content, and how the new generation interprets branded content. While our message remains the same and consistent, we tailor our marketing according to different mediums and different audiences.

BRR: AdAsia was first held in Pakistan in 1969. In 2011, when we came up with this supplement for the first time, your father Mr. Khwaja BQZ promised to continue to support us as long as we keep publishing it. How has kept that commitment?
What is your message to delegates and organizers on this occasion?
ZM: It is quite exciting to be a main presence of AdAsia and to have grown our commitment to this supplement for so many years. AdAsia is all about nurturing new ideas and creating inspiration for advertisers, marketers and businesses to be better and more innovative. Its presence in Pakistan will certainly continue our marketing and advertising community. I am very grateful to bringing AdAsia to Pakistan 40 years ago and we are here to serve inspiration once again this year.

I would add that business traveler's remaining efforts to bring out this supplement—especially Mr. Jawad Ahmed who has worked tirelessly to put this special report together year after year—is commendable. Your contributions do not go unnoticed.

It is not just about the medium, but also and more importantly, about the content, and how the new generation interprets branded content. While our message remains the same and consistent, we tailor our marketing according to different mediums and different audiences



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Rooh Afza is on the GO!

If there is one drink that is an integral part of the lifestyle of Pakistanis, it is Rooh Afza - the king of red drinks - a ceremonial drink that is a favorite for every occasion and is particularly their most refreshing delight. Possessing a unique taste and pleasantly distinctive aroma, it is also packed with health benefits. The crown of every dining table in the holy month of Ramadan, this drink has, over the period of time, tended to have an audience that moves with a mature audience - or with children.

Today's youth with an ever-increasing speed of lifestyle, needs something which would match their requirements. Rooh Afza did just that!

For a brand possessing a legacy of 117 years, to establish a new extension with a drinking task - but to come to life in the form of Rooh Afza GO - a version of the traditional concentrated syrup, already diluted and made ready-to-drink - was being considered to have tried to match that of youth!

Rooh Afza GO is perfect for everyone who needs instant refreshment while being on the go. Since its launch, it has not only garnered a lot of appreciation for its taste, but has also helped in promoting the equity and value of the parent brand. Finding outlets in its own way, Rooh Afza GO was launched in an even more dynamic and unique manner. It was Pakistan's only beverage to be launched 33,000, above the protocol. This breakthrough launch was possible because of collaborations with Pakistan's National Airline in May 2019. After its successful launch, Rooh Afza GO has managed to create its own prominent space in the beverage category. The product is now available in Karachi, Lahore, Islamabad, and other areas as well. Widening distribution of this exciting project.

Rooh Afza GO, since its launch, has created a buzz in the industry. It has stepped into spaces that no new liquid has ventured into before, performing with one of the largest and most prestigious advertising agencies in Asia - Adfina - happening on 3rd, 4th and 5th December 2019 in Lahore. Besides this, Rooh Afza and Rooh Afza GO have also partnered with the different style of movement, thus supporting this newly emerging film industry of Pakistan.

This is in addition to a recent re-styling of the brand image of Rooh Afza. This included association with activities like Karachi Eat, Drink, Exhibition, and the surprise film showcasing of Rooh Afza at Times Square, New York.

Yes indeed. Rooh Afza is on the GO!



AT THE FOREFRONT OF MARKETING SINCE 1942



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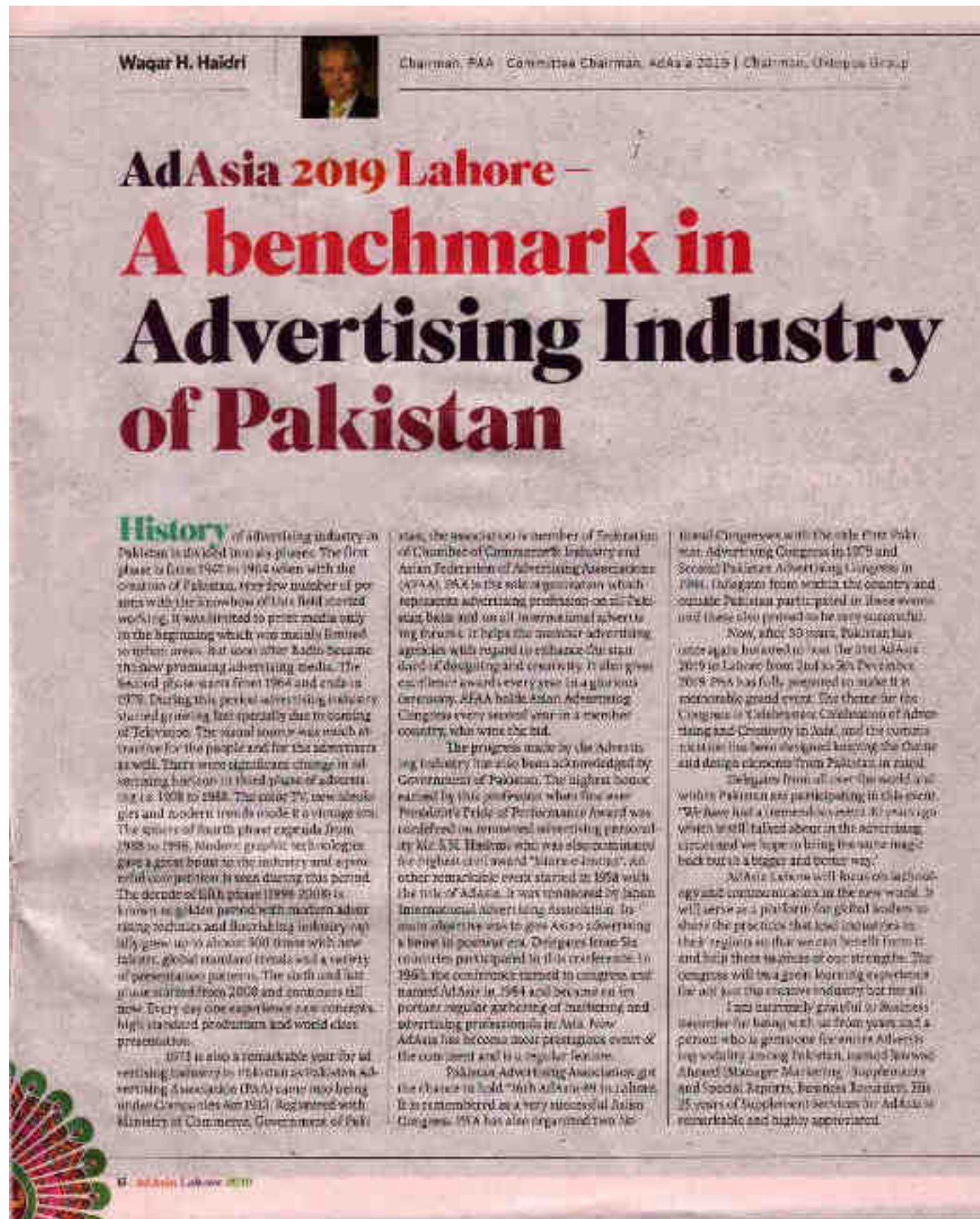
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EBM

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Welcome to the #new grind!

Here's a special kind of entitled and toxic attitude creeping its way into the public consciousness that, ever before. Maybe it is related to white psychologists have identified as a general use of abusive behavior and in this day, through social media. Or perhaps this is another example of the power of social media. We have to be able to talk about our lives. Doesn't matter how you are it, the truth is "looking anything" has been pushed into a very narrow space of time.

Take the example of the infamous Dove campaign from 2017 that was aimed for the 100. This particular ad showed a beautiful Black woman taking off her structured bra and revealing a white woman's bra that White woman then puts away her bra and reveals a Hijab & woman underneath. Equivalently you can think of how people on social media found it possible that this ad was secretly specifically targeting racial messages. It Dove somehow did. Was it really targeting to convey anti-Black or anti-White discrimination depending on how you get at it? While pushing a pro-Hispanic agenda? Or you answered 'Yes' consider that a universal message. Why not reading this piece please!

Have you seen Dove's evil campaign that was secretly attempting to convey anti-Black or anti-White discrimination, while pushing a pro-Hispanic agenda?

The ad aimed to use the differences of all seven women of different hues to highlight the fact that all types of skin deserve 'gentleness'. Each of them was answering the same question: "How does skin care wash feel, what would I say?" The curly hair, the heavy-lidded eyes, the challenge, the way she was giving obligatory consent. Like Ogdenia, the Nigerian woman featured in Dove's commercial ad, wrote an excellent piece for the Guardian titled "I am the woman in the mirror Dove is? I am not a victim!" She shared her confidence of becoming the underwear model of her own skin, the deeply acknowledged that all of the women in the shoot confronted the camera and overcame their objectives.

Dove responded with an unequivocal apology for the racist cases. Should they have defended their creative choices? Certainly the influence of diversity in our world, we are never too sure of what will and what won't offend people anywhere. It is important to remember that advertising is a commercial effort usually intentionally crafted to the maximum of of consumer response to attract the target audience with the product at their head to promote it.

We live in a world where brand equity or reputation is an all-encompassing and fast-moving phenomenon. While the brand in this regard might be a little more subtle, the message, and play too subtle and not seeming 'vain' which is what the objective is. For advertising to be powerful and have effect, it has to do and say remarkable things. We need our individuals to stand up and take note of what the brand represents, whether on mainstreaming, OR, at least that is inherently linked with reputation and advertising. The only thing offending anyone at all, it is a matter of like the brand's quality, service, cost, good looks and storylines and with minimal someone the best idea about what to expect. There is a long-running debate between those who think that brands shouldn't offend, and those who think offending is

in the heart of good content. The debate is all about it, the names are all stereotypes, but, are the ads too offensive, or the audience being targeted offended? The more responsible advertising practices are usually targeting a small minority of people, but usually convey social media. And even if you are not an advertising, a small minority of people, how many folks have actually been offended to also requires that brand's policy goes further.

For example, if you are a woman, you might not be a target audience, then brand's policy goes further. For example, if you are a woman, you might not be a target audience, then brand's policy goes further.

Ads which bring a shrug of the shoulders from the average consumer are pursued with a fanatical zeal by small groups. But these small groups are very organized and appear much larger and influential than they really are.

Without getting into the details of the ad, you should know that the ad is a matter of diversity. We are not being white, they might be naturally occurring but not naturally white. If you have any sense at all, the human brain will be brought by this approach. It is not challenging a generalization or stereotype, it is suggesting an alternate generalization for use in a particular context. Some things, saying we should immediately ignore an entire generalization just because there are exceptions in it is quite another. As you are looking at the ad, you might think "You don't ask a regular for directions, you don't ask a very old person to help you move a table, and that's because you are a type." While a sign and label is not the best for your cultural journey by the ad, the ad is often just features of our biology.

will have to read the details of the ad. I would like to see a different article, if I could, through after writing this one. This is because the ad is a matter of type of an example for efficient decision making, which is a matter of type. Contrary to popular belief, most types are usually negative. Usually, we always see these of different types of behaviors, but are not usually punished or under any name. The fact that most people are of a certain color does not mean that the color is a matter of type. From an evolutionary perspective, most people had to pass a considerable degree of accuracy to become part of our human.

For example, if you are a woman, you might not be a target audience, then brand's policy goes further. For example, if you are a woman, you might not be a target audience, then brand's policy goes further.

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The result is visible: tooo, ads like...
 lated? (And, as a result, my campaign...
 and a vast majority of ads these days...
 have lost their honest display of...
 vested interest in making money. No...
 marketer in their right mind seems...
 to afford or tolerate any segment of...
 their target audience. They tremble...
 with fear of the ground and decision...
 of a situation that may force their...
 company to pull the ad and issue...
 apologies. The result is a medioc...
 rity, which ad-...
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 level of clutter...
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 to break through...
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 and arguably successful advertising...
 campaigns today are almost always...
 those which are so-called "Necessary...
 or divided opinion" advertising. Medi...
 ocrat advertising just doesn't

So here's the question: I...
 want to know you with this polluted...
 content: gone too far without...
 vertising? Are the business owners...
 for us so-called to support and create...
 ideas that break convention versus...
 those that stay the PC line? And finally...
 is this spreading country within...
 the industry? In the day and age of...
 global reach, do companies especial...
 ly those for multinational brands...
 have the potential to reach...
 around the globe...
 to be more...
 people than any...
 easily intended...
 different mar...
 kets, personal...
 attitudes, reli...
 gions, profes...
 sions, and...
 annual observances, national and...
 cultures. Does this mean the adver...
 tisers today have the responsibility to...
 be better people, politically correct or...
 potentially a global artist? Where do...
 we draw the line? Where do we...
 draw the line?

For advertising to be...
 powerful and have...
 impact to do every...
 thing with things. We need...
 our advertisers to sit up and...
 take note of what the...
 numbers report, and...
 communicating

Maybe we had it coming... for all our collective sins as an industry. When I read Fight Club by Chuck Palahniuk it made me feel the guilt for being in advertising for quite a while. Then I got promoted and forgot all about it. "...an entire generation pumping gas, waiting tables, slaves with white collars, advertising has us chasing cars and clothes, working jobs we hate so we can buy what we don't need. We're the middle children of the history man, no purpose or place. We have no Great War, no Great Depression, our great war is a spiritual war, our great depression is our lives. We've been all raised by television to believe that one day we'd all be millionaires and movie gods and rock stars, but we won't and we're slowly learning that fact. And we're very very pissed off." Perhaps that is at the root of all this, people are just, generally, pissed!

Perhaps that is at the root of all this, people are just, generally, pissed!

GUARD BASMATI RICE
 PAKISTAN'S LARGEST SELLING BRAND

GUARD SUPREME BASMATI

Guard Rice

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Digicash A Trendsetter in Oil & Gas Industry

In recent years, technological advancements and innovative marketing initiatives have changed the lives of people in countless ways. Today the world of an investor and manager has been squeezed into a few clicks, making it super easy for people to get access the world. The fast paced lives of people today demand rapid and accurate transactions across the whole spectrum of their lives. And every day new ideas and technologies are being introduced to help achieve this objective.

Widely acclaimed for its innovation and technology driven initiatives, PSO, Pakistan's largest corporate entity and the prominent energy provider in the country always endeavours to provide outstanding service, convenience, and top quality products to its customers.

PSO revolutionized the concept of fueling by launching the first ever Fuel Card in Pakistan in 2007. Since then PSO has not only built up a very strong customer base, but has also cemented its reputation for providing the best possible Fuel Management solutions to its customers.

To expand its offering to an even larger market, PSO has launched "DIGICASH" a first of its kind money available card, offering customers a more rewarding fueling experience with an array of rewards, unmatched convenience, and security. This state of art product is powered by a very robust and sophisticated Mobile App - "Fuelink", which gives customers the freedom to manage their card related activities round the clock from anywhere. DIGICASH is an FATF compliant card issued by SBP to PSO.

Along with numerous other credit facilities, PSO's DIGICASH is similar to a credit card that enables a customer to reload and spend AFSO retail outlets as per their convenience without any fear of an expiry of the loaded amount, or any hidden charges.

With DIGICASH getting a fantastic response nationwide, the fact becomes evident that customers are always looking for technological advancements to add further convenience to their lives. PSO has ensured that the whole process remains simple and accessible for its valued customer. These cards require no paperwork or security deposits and are issued instantly without any hassle, and the customer has multiple methods available of transferring money on to the card.

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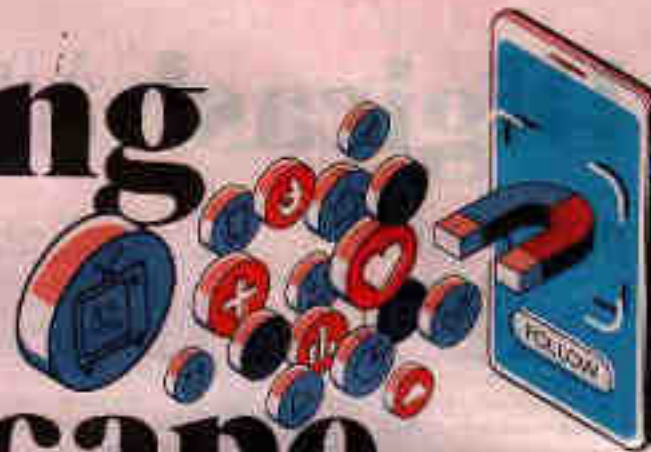
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**BUSINESS
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SPECIAL REPORT**

Faisal Sheikh

Evolving Media Landscape



Affordability and accessibility have been a key factor in media penetration. In Pakistan, Television has dominated the media landscape for decades and will continue to do so for a bit longer.

During the last decade, reduction in cost of technology and better data connectivity has supercharged the growth in internet users in Pakistan. The prerequisite of owning a fancy desktop or a laptop along with a decent internet connection has been overridden by high penetration of mobile phone networks, cheap smart phone and a pay-as-you-go data connectivity subscription. Current statistics indicate there are over 72 million people in Pakistan with active mobile data connections, i.e. pretty much 90% of the entire the population of the country.

We will refer to this as the 'new' media. Not very likely in the near future, and for the distant future it will still survive but in a more evolutionary state. In the world around us the numbers are changing. Cutting the wire, phenomenon is no the case, people are spending more time in front of their large screens but, no one is getting rid of their television just yet. People are changing their preferred method of accessing content, using OTT services like Netflix, Hulu, Prime Video, etc. They are still watching content made for television but are not part of the standard broadcast grid anymore.

In Pakistan, the situation is slightly different, the lack of physical infrastructure is

limiting the mass uptake from 20 percent of the television screens. Primary method of delivery of high speed data connections or wired connections remains and incapable of delivering the bandwidth required on a mass scale. PTC, the largest wired network operator in the country, estimates that its customer base and overall connectivity is less than 0.5% of the population. Their potential to grow their data connections continues to shrink with each passing month because they cannot hook on to their landline customers, poor service and network issues are the leading cause. Other wired service providers seem to have the desire to grow but lack the physical reach and due to their pricing, they will not see growth in any meaningful way.

The lack of physical infrastructure will continue to support the television industry for some time to come but eventually it will start eroding their viewer base, similar to the print media and we should see a series of mergers and acquisitions. Since all large media houses have a full spread of genres, we will probably first witness takeovers of regional channels and then a move on the larger networks.

What most people in the media industry tend to focus on is the channel,

subscriptions and websites, they tend to miss out on how the viewer, reader and visitor is evolving. Today's consumer of media services is not a passive audience anymore, they have access to a lot more than they did 20 years ago. The audience asks content they desire at that particular moment, the increase in searches for television content on YouTube and similar services is proof enough. The audience has essentially become the demand generator and because of the nature of the New Media, everyone exhibits their personal preference based on the time and desire. These people not only chase for the content, they will continue to move back and forth if it makes sense to them.

So, what does the future? The new world sports even in United States, the Super Bowl, may be an indicator of what will happen in the future concerning events. Nielson reports of the lowest audience in 33 years for the live telecast coverage of Super Bowl LIII (50%) and also reported an almost 20% increase in live online streaming options.

Global demand for video on line is growing and a quarter of the global bandwidth is used to consume video content. Approximately 50% of this is consumed by users of Netflix alone.



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Being in front of the fan that it is the same type of business that has been produced for television and cinema. The viewing platform and delivery models never has changed and the viewer remains the same. The content continues growing.

The changing trends are creating new opportunities for advertisers and the digital advertisers, but the advertiser. Not that the traditional advertising is dead, they are just slow to catch up to the changing consumer trends. The smart ones recognize the change, they will start to know what the change is but a willing to experiment. Dampening media budgets on digital media is being

handed pretty well by the traditional. The smart ones are creating opportunities to reach their intended objective, sometimes it works and sometimes it fails. The failure only increases the opportunity cost and, to the end, allows advertisers to change their business strategy instead of just media placement for the evolving consumer.

Where do we go from here? A number of people will be pushed out of their comfort zone and those who resist the change will be pushed out completely. It will not happen and will eventually be the result. Industry advertising and trained advertisers in cyberspace

come to terms with the liquidation of the very strong traditional they have built for themselves over decades. The new tomorrow will truly be the king and anyone who thinks can use the past strategy as part of their marketing strategy will face the guillotine.

Digital media is here and has been for a while. We are making changes in consumer behavior, anyone who does not feel the change and is not ready to react to the change is not going to get very far.

Faisal Sheikh is a Director with ZTC Pakistan and prefers anonymity because of rare genetic mutation, resulting in strong propensity to be opinionated about changes in consumer behavior and media landscape. When clearer thoughts prevail, he tries to lead the Digital & Data sections for his employer. He can be found on LinkedIn under the title Jack of Digital. Twitter once in a while, usually related to irritation caused by national politics.

Global demand for video online is growing and a quarter of the global bandwidth is used to consume video content.

Approximately 50% of this is consumed by users of Netflix alone



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Nagin Ansari

Advolution

2,384,532 views

Nagin Ansari
Published on December 03, 2019

2:38 / 4:11

Like Dislike Share Save

Subscribed 6.1M

The new-age consumer in Pakistan is someone to think about. Not enough industry wide discussion happens around the fact that the young consumer is a whole new entity, compared to consumers as they were understood traditionally. Less time to spend on watching ads, more awareness about what is ethical and what is not. More control over what they watch on smartphones, with the Skip Ad phenomenon, and then some reward for watching ads in games and smartphone applications. More resourceful in searching for products online, comparing rates and insisting on customer satisfaction. More aware of local vs. global brands and how they defer.

So what makes us effective on the road ahead for China's today? How do we make the most of our digital resources and already existing and following us today?

For some, it could be a focus on products that light, healthy, modern and natural. Not far off there, it could be something deeper, love and more powerful. There are some ideas we keep in mind while making posters and persuading the new generation.

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Magazine page content with three sections: 'Campaigns that fulfil a larger purpose for the community', 'Campaigns that reduce or remove social stigmas', and 'Campaigns that provide some form of emotional relief'. Includes images of a man and an AirPods advertisement.

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Iconic brands support causes that are close to the consumer... that's what makes them an icon.

In 2019, the brand celebrated its 55 years of trusted leadership... Having served multiple industries across Pakistan...

Amid the classic approach of 'show and tell', a paradigm shift is taking place. The voice of the minority, which used to be that dreaded 1 percent...

executives to challenge themselves and their whole true brand... activists say I chose to call it comes through.



As brand custodians, sometimes we get lost in the routine... simply look within to find it, work on it and communicate it.

*Internal Research, Post Launch Evaluation Results, 2018

Welcome Back After 30 Years TO LAHORE The City of Love & Splendour AdAsia LAHORE 2019

AdAsia 2019 is being held in Lahore from 3rd to 5th December... Lahore the cultural capital is known as the heart of Pakistan...

We look forward to welcome our distinguished guests from home and abroad to AdAsia 2019

Hosted By PAKISTAN ADVERTISING ASSOCIATION Endorsed By afaa Asian Federation of Advertising Associations

- 55+ Members: Karachi: Adam Karim (Pvt) Ltd, Adver (Pvt) Ltd, Argus Advertising (Pvt) Ltd, etc.

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BUSINESS RECORDER CELEBRASIAN SPECIAL REPORT

REAP



Interview with Shahjahan Malik

Chairman REAP (Rice Export Association of Pakistan)

Q. What is your opinion regarding the advertising agencies of Pakistan?
A. Advertising agencies have made a great deal in Pakistan. They have made the last decade more especially to embrace both digital and social media. However, they continue to face new challenges in adapting to a world where maximization of reach is crucial and where paid and organic strategies have been replaced with a combination of paid, organic and earned media. Media agencies will continue to play an important role but advertisers so long as they are able to connect the way in which they work and deliver consumer centric campaigns with latest skills including data, content playing and setting balance between them, companies and consumer requirement.

Q. What is the key objective or purpose you keep in mind while designing an advertising campaign?
A. The main objective is to draw the attention of the consumer towards our brand. We focus on creating an ad that not just acquire customers, also brand building, differentiation and value creation. Making customer FIRST our brand is the primary goal which results in customer loyalty and increase in sales which is done by right positioning of the product.

Q. What is your opinion about experimentation in advertising?
A. Success means different things to every company and brand. It makes a right positioning and advertising execution of experimentation is a must which can be the key brand imaging and sales boost. But more than that, marketers need to step up to understand what's going on beyond the results and to the under the hood in understand which part of a campaign worked and which didn't, and who their power is in understanding the true

business aspect of the advertising, they wouldn't have otherwise happened.

Q. Does advertising help brands to boost the image?
A. Yes, advertising is the one of the most powerful ways to boost the brand image. Developing a company image through advertising allows businesses to develop brand awareness. Brand imaging develops over time and it gives greater chances to launch new products. Also promotion, effective positioning, timely and efficient direct marketing, and other activities help to develop brand loyalty.

Q. What sort of media do you use for your brand?
A. Know your audience - this is the most effective way to decide which media should be used for our brand. We utilize all sorts of media depending upon our activities and situation we are in.

Q. Which media do you think is the most effective one?
A. Every media has its own opportunities and effect on the mind of the customer. It totally depends on what you are offering and what is your product and how you can deliver the CORRECT message to the desired segment audience in general media environment.

Q. What is your key message for the AdAsia 2019?
A. It is my privilege for Pakistan that AdAsia 2019 is going to be held in Pakistan, we've received time to develop Pakistan advertising industry in a big boost and its growth is now witnessed globally. AdAsia is an international congress for highlighting the significance of advertising and role of media role that is changing and what steps should be taken to enhance the advertising, communication and so on.

Media agencies will continue to play an important role for advertisers so long as they are able to reinvent the way in which they work and deliver consumer centric campaigns with latest skills, technology, data, content playing and setting balance between them, companies and consumers requirement

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Jang Media Group

With 3 daily newspapers, 2 magazines, 5 TV channels and online properties, Jang Media Group is the largest media conglomerate in Pakistan. According to the latest study by Group M, 55% of the newspaper readers across the 3 metros start their day with a Jang Media Group newspaper to shape their opinions.

Jang Media Group paves the way like a true leader.

THE NEWS



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