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NEWS COVERAGE



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30 years on, AdAsia moot returns to Lahore

By Mansoor Malik

LAHORE: Former senator and federal minister Javed Jaffer has said that advertising is a mirror of socio-cultural realities of any society and holding on to good values, traditions, standards and ideas not only shape society but human society at large that promotes humanism in its most sublime sense.

A quest for values in business and political world: Page 2

of ethics and limits to pursue profits and greed." Mr Jaffer suggested while speaking at the inaugural session of three-day AdAsia Advertising Congress held on a theme "Celebration, Contribution of Advertising and Creativity in Asia" at Alhambra Hall on Tuesday.

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30 years on, AdAsia moot returns to Lahore

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advertising is also a mirror of economic reality — good, not so good or ailing — with not one choice, the better options are there. But the advertising needed to make fundamental choices of ethics and limits to pursue profits and greed. "This can be preserved, besides the overall responsibility of doing one's job," he said.

Regrettably, he said, the world had overvalued itself to the point of market economy and added that most of the social enterprises had adopted capitalism and communism. "We no longer have the discipline of the discipline of the state of development," he added and lamented that about one million living species would be threatened with complete extinction over the next 25 to 30 years.

Mr Jaffer pointed out that advertising was always a part of media firms, but the mass advertising concept of media had surfaced and must be separated from the advertising content. "This has to be done in a second line — the red line," he warned.

However, he said, advertising was fundamentally becoming part of media content and shaping the manner and timing of the programmes, stating that advertising was becoming too intrusive, aggressive and insensitive, he suggested that "advertising line had been crossed". "There is a health checkering required, advertising will not lose its impact, it is responsible for the line."

Referring to Moody's downgrade of Pakistan's economic growth to 5.6 per cent from 6.5 stable, Mr Jaffer said advertising and politics in the country were riddled by so much speculation, so much meddling, so much misrepresentation. "Politics is so highly commercialised and has represented correctly in the world," he commented.

He said, he said, that one-day delegate and visitor that he was in Karachi. "What a different place Pakistan is!"

AdAsia Organising Committee chairman Saad Ali said the advertising industry had come many steps and ways but always successful and hoped that the industry would also come out of the current crisis and emerge as a vibrant industry.

"Like in 1989, when the industry was not in Pakistan's advertising industry, the current 2019 environment will be used as a launch pad of advertising and media communication industry in Pakistan," he said.



LAHORE: Actors Fawad Khan and Aqsa Chishti speaking during a session at the AdAsia Advertising Congress on Tuesday. —Mansoor Malik / White Star

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 Stations: Khi, Lhr, Isb
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3-day AdAsia 2019 opens in Lahore

HAMID WALEED
LAHORE: The three-day 31st AdAsia 2019 opened at Alhamra Arts Council on Tuesday. The speakers of the inaugural session deliberated upon the opportunities and challenges of technology and communication in the new world. They said the AdAsia 2019 has turned into a platform for global leaders to share their business practices and strengths.

A special feature of the event was a detailed and live interview of a British businessman and founder of the world's largest advertising and PR group, WPP plc, Sir Martin Sorrell by the renowned anchor person of CNN International Richard Quest. Also, Pakistani showbiz star Fawad Khan interacted with Atiqua Odho in the afternoon. Renowned businessmen from all across the country were also prominent amongst the notables.

The theme for the congress is "Celebration: Celebration of Advertising and Creativity in Asia", and the communication has been designed keeping the theme and design elements from Pakistan in mind. The conference would continue up to December 5, when President Dr Arif Alvi would conclude this mega event.

Delegates from all over the world and Pakistan are participating in the event. Among those who spoke on the occasion included Chairman Pakistan Advertising Agency Wear Hairdo, Honorary Chairman of the Organizing Committee of AdAsia 2019 Javed Jabbar, Chairman Organizing Committee AdAsia Lahore 2019 Sarmad Ali, Chairman Asian Federation of Advertising Associations (AFAA) Raymond Sou, Senior Vice Chairman PAA Jawed Homerun, Creative Director BBDO ME & Pakistan Ali Rez, CNN anchor Richard Quest, and Executive Creative Director Denisu Inc. Yasuharu Sasaki.

AdAsia is the largest and most prestigious advertising congress in Asia, organized bi-annually, since 1958, by AFAA. The AdAsia 2019 was graced by the most distinguished personalities from the global business community and speakers like Randi Zuckerberg, Sir Martin Sorrell, Loed William Hagne, Richard Vange Kourentis, Tom Goodwin and many more.

The Asian Federation of Advertising Associations (AFAA) bestowed its prestigious "Leadership Award" to

the founder and Chairman of English Biscuit Manufacturers (EBM), Khawar Masood Butt, during its conference in Lahore.

This accolade was presented in recognition of his tremendous contributions to the marketing and advertising industry of Pakistan as well as his vision and good governance resulting in EBM's successful growth over the years. CEO & MD of EBM Dr Zeelaf Munir received this award on behalf of Khawar Butt.

Khawar Masood Butt has continued making remarkable contributions to the nation's cultural and commercial progress. EBM has always generously supported entrepreneurship, education, health, sports, arts and advertising endeavors, thus reflecting his passion for excellence as well as his ability to identify opportunity and talent. He is also famous for creating the legendary character of Peek Freans the Pied Piper, which to-date, continues to make a positive impact, consequently making him one of the most inspirational entrepreneurs of today.

The Founder of EBM expressed his gratitude to the stalwarts of the advertising and marketing world for acknowledging his efforts and vision

that inspired EBM's growth over the years.

He stated, "The development of marketing and advertising professions has gained great momentum across the world, while the rapid evolution and deployment of technologies have also revolutionized communications in Pakistan. Amid all these changes, EBM remains committed towards staying at the forefront of innovation and progress in Pakistan and keeping the country at par with global standards of performance and quality."

While Butt continues to nurture strong bonds within the business community, especially the advertising and marketing sectors, he had also played a pivotal role in orchestrating AdAsia conference which was held in Pakistan in 1989.

He is also credited with being one of the first few advertisers for television and assisting in the growth of some of Pakistan's earliest TV channels. For Butt, advertising has always held enormous power to spread socio-political awareness among the masses, while also making the economy more sustainable.

During this auspicious event, EBM's vibrant new logo was also introduced to the audience while Dr Zeelaf Munir high-



LAHORE: PAA Jawad Humayun senior vice chairman, Chairman OC AdAsia Lahore 1989 Javed Jabbar, AFAA chairman Raymond Sou and Chairman OC AdAsia Lahore 2019, Sarmad Ali, addressing the participants of AdAsia Lahore 2019 at Alhamra Art Council, here on Tuesday. —Recorder photo

lighted the idea behind this change by stating, "This fresh corporate-identity celebrates our brand-purpose: 'nourishing lives, hearts and communities'. The symbol combines three unique elements that form the "Heart" of our brand, with an

optimistic sunrise that shows a dynamic, engaging and distinct character of the enterprise and finally, a human touch that promises a brighter future. It is EBM's privilege to present its new identity during this grand marketing endeavor."

She appreciated the organizers for once again bringing back a global forum like AdAsia to Pakistan and said, "EBM is committed to continue supporting any forum that helps to elevate Pakistan's image internationally".

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English Biscuits' (EBM) CEO - Dr. Zeelaf Munir received the AFAA Leadership Award, on behalf of EBM's founder - Khawar Masood Butt. The Chairman of AFAA - Raymond So presented this award, during the AdAsia 2019 in Lahore, along with Chairman PAA - Waqar Haidri and Chairman of AdAsia 2019 - Sarmad Ali.***

Publication: The News

Stations: Khi, Lhr, Isb

Date: Dec 04, 2019

EBM's founder wins prestigious AFAA award



LAHORE (PR): The Asian Federation of Advertising Associations (AFAA) has bestowed its prestigious 'Leadership Award' to the founder and chairman of English Biscuit Manufacturers (EBM) – Khawar Masood Butt, during its conference in Lahore. This accolade was presented in recognition of his tremendous contributions to the marketing and advertising industry of Pakistan as well as his vision and good governance resulting in EBM's successful growth over the years. The CEO & MD of EBM – Dr Zeelaf Munir received this award on behalf of Khawar Butt. Khawar Masood Butt has continued to make remarkable contributions to the nation's cultural and commercial progress.

Publication: The Nation

Stations: Khi, Lhr, Isb

Date: Dec 04, 2019

**EBM's founder Khawar wins AFAA award
Pakistan beyond what Western
media presents: Sarmad**



Raymond So, Chairman of Asian Federation of Advertising Association and Sarmad Ali, Chairman AdAsia with Faraz Zahid Malik, Editor-in-Chief of Pakistan Observer on the first day of AdAsia Lahore 2019

Amir Khan

Lahore

The Asian Federation of Advertising Association (AFAA) has conferred its 'Leadership Award' on the Chairman of English Brand Manufacturers (EBM) - Khawar Mansoor Khan, during its conference in Lahore. This award was presented in recognition of his tremendous contributions to the marketing and advertising industry of Pakistan as well as his great governance leading to EBM's successful growth over the years. The CEO of EBM, MD of EBM - Dr. Zorief Mansoor received this award on behalf of Khawar Khan. Sarmad Ali, President of Pakistan Chapter of International Advertising Association, Chairman of the organizing committee for AdAsia 2019, taking on the occasion said that despite security concerns placing the event in Lahore played its part in calms any worries, paving the bid forward.

"We want to make it 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."

Khawar has continued to make remarkable contributions to the nation's cultural and commercial progress. EBM has always supported entrepreneurship, education, health, sports, arts and advertising industries thus reflecting his passion for excellence as well as his ability to identify opportunity and talent. He is also famous for creating the legendary character of Pirek Frenze the Fred Piper, which to date, continues to make a positive impact, consequently making him one of the most inspirational entrepreneurs of today.

The Founder of EBM expressed his gratitude to the stakeholders of the Advertising and marketing world for acknowledging his efforts and vision that inspired EBM's growth over the years. He stated, "The development of marketing and advertising professions has grown great momentum across the world, while the rapid evolution and deployment of technologies have also revolutionized communications in Pakistan. Amid all these changes, EBM remains committed towards staying at the forefront of innovation and progress in Pakistan and keeping the

country at par with global standards of performance and quality."

While Mr. Digi continues to nurture strong bonds within the business community, especially the advertising, branding, marketing sectors, he has also played a pivotal role in orchestrating AdAsia conferences, which was held in Pakistan in 1992. He is also credited with being one of the first few advertisers for television and assisting in the growth of some of Pakistan's earliest TV channels. For Mr. Khan, advertising has always held enormous power to spread socio-political awareness among the masses, while also making the economy more sustainable. During this auspicious event, EBM's vibrant new logo was also introduced to the audience, while Dr. Zorief Mansoor highlighted the idea behind this change by stating, "This fresh corporate identity reinforces our brand purpose - 'nourishing lives, hearts and communities'. The symbol combines three unique elements that form the 'Heart' of our brand, with an optimistic sunrise that shows a dynamic, engaging and distinct character of the entrepreneur and finally, a human touch that promises a brighter future. It is EBM's privilege to present its new identity during this grand marketing renaissance." She appreciated the organizers for once again bringing back a global forum like AdAsia to Pakistan and said, "EBM is committed to continue supporting any forum that helps to elevate Pakistan's image internationally". AdAsia is the largest and most prestigious advertising congress in Asia, organized annually since 1978, by the Asian Federation of Advertising Association (AFAA). The AdAsia 2019 was graced by the most distinguished personalities from the global business community and speakers like; Rande

Zachenberg, Sir Martin Sorrell, Lord William Hague, Richard Quest, Fernando Machado, Varghese Kocheril, Tom Goodwin and many more. EBM has been leading institutions delight for Pakistani consumers under the brand name Pirek Frenze since 1995. As one of the pioneers of the industry as well as a dominating market leader, EBM continues to innovate on each of the three fronts: product, quality, and communication.

Publication: Pakistan
Observer

Stations: Khi, Lhr, Isb,
Muz, Pes, Quet

Date: Dec 04, 2019



LAHORE: CEO EBM Dr. Zeelaf Munir received the AFAA Leadership Award during the AdAsia 2019 along with Chairman PAA, Waqar Haidri and Chairman of AdAsia 2019, Sarmad Ali.

EBM's founder - Khawar Masood Butt wins the prestigious AFAA award at AdAsia 2019

Staff reporter

LAHORE: The Asian Federation of Advertising Associations (AFAA) has bestowed its prestigious 'Leadership Award' to the founder and Chairman of English Biscuit Manufacturers (EBM) - Mr. Khawar Masood Butt, during its conference in Lahore. This accolade was presented in recognition of his tremendous contributions to the marketing and advertising industry of Pakistan as well as his vision and good

governance resulting in EBM's successful growth over the years. The CEO & MD of EBM - Dr. Zeelaf Munir received this award on behalf of Mr. Khawar Butt.

Khawar Masood Butt has continued to make remarkable contributions to the nation's cultural and commercial progress. EBM has always generously supported entrepreneurship, education, health, sports, arts and advertising endeavors thus reflecting his passion for excellence

as well as his ability to identify opportunity and talent. He is also famous for creating the legendary character of Peek Freans the Pied Piper, which to-date, continues to make a positive impact, consequently making him one of the most inspirational entrepreneurs of today.

The Founder of EBM expressed his gratitude to the stalwarts of the Advertising and marketing world for acknowledging his efforts and vision that inspired EBM's

growth over the years. He stated, "The development of marketing and advertising professions has gained great momentum across the world, while the rapid evolution and deployment of technologies have also revolutionized communications in Pakistan. Amid all these changes, EBM remains committed towards staying at the forefront of innovation and progress in Pakistan and keeping the country at par with global standards of performance and quality."

Publication: Everyday

Stations: Islamabad

Date: Dec 04, 2019

Print



Publication: Daily Jang

Stations: Khi, Lhr, Isb,
Mul, Quet

Date: Dec 04, 2019

Print

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Publication: Daily Jang

Stations: Khi, Lhr, Isb,
Mul, Quet

Date: Dec 04, 2019



لاہور:..... ایڈ ایشیا کانفرنس کے پہلے روزی این این کے اینکر چرڈ کوکسٹ، تائیوان سے یوسو ہاروساکی، اداکارہ فواد خان اور عقیدہ اوڈھوا ظہار خیال کر رہے ہیں



لاہور:..... ایڈ ایشیا کانفرنس کی افتتاحی تقریب میں چیئرمین ایشین فیڈریشن آف ایڈورٹائزنگ ایسوسی ایشنز مسٹر ریمینڈ سو پاکستان ایڈورٹائزنگ ایسوسی ایشن کے چیئرمین وقار حیدری جواد ہمایوں سے جنگ کے سرمد علی، جاوید جبار، ڈاکٹر زہف منیر، جو ناٹھن شین اور طارق رشید ایوارڈ وصول کر رہے ہیں



Publication: Daily Nawa-i-waqt

Stations: Lahore

Date: Dec 04, 2019

Print



Publication: Daily Pakistan
Stations: Khi, Lhr, Isb,
Mul, Pes
Date: Dec 04, 2019



ایشین فیڈریشن آف ایڈورٹائزنگ ایسوسی ایشن کی جانب سے انگلش بسکٹ کے بانی و چیئرمین خاور مسعود بٹ کا ایوارڈ ای بی ایم کی چیف ایگزیکٹو آفیسر اور ٹیکنالوجی ڈائریکٹر ڈاکٹر زینت منیر وصول کر رہی ہیں

خاور مسعود بٹ کیلئے ایڈ ایشیا 2019 لیڈرشپ ایوارڈ

انگلش بسکٹ کے بانی کی جانب سے ڈاکٹر زینت منیر نے ایوارڈ وصول کیا

انجام دی ہیں۔ انگلش بسکٹ میں سیکچرز نے بھی ہمیشہ انٹر پرائیوٹ شپ، تعلیم، صحت، کھیلوں، فنون اور ایڈورٹائزنگ کے لیے دل کھول کر مدد کی ہے جس سے اس بہترین کارکردگی کے لیے جذبے کے ساتھ ذہانت اور موقع کی نشاندہی کرنے کی صلاحیت ظاہر ہوتی ہے۔ وہ بیک فرینڈز دی پائپ لائن کا ہیڈ ذری کردار سمجھ کر اپنے لیے بھی شہرت رکھتے ہیں جو آج بھی جیت اٹھ پیدا کر رہے ہیں اور جس کے نتیجے میں انہیں کے انتہائی ستارہ کن انٹر پرائیوٹرز میں سے ایک تسلیم کیا جاتا ہے۔ انگلش بسکٹ کے بانی نے، گزشتہ برسوں کے دوران، ای بی ایم کی ترقی کا باعث بننے والے ان کے ویژن کا اعتراف کرنے پر ایڈورٹائزنگ اور مارکیٹنگ کے قائدین کا شکریہ ادا کیا۔

کراچی (سی ڈیک) ایشین فیڈریشن آف ایڈورٹائزنگ ایسوسی ایشن (AFAA) کی جانب سے انگلش بسکٹ میں سیکچرز کے بانی و چیئرمین، خاور مسعود بٹ کو لاہور میں ہر وقار لیڈرشپ ایوارڈ سے نوازا گیا۔ انہیں یہ اعزاز پاکستان میں مارکیٹنگ اور ایڈورٹائزنگ کی صنعت کے لیے غیر معمولی خدمات کے علاوہ ان کے ویژن اور گورننس کے اعتراف میں دیا گیا ہے جس کی وجہ سے ای بی ایم نے گزشتہ برسوں کے دوران کاسیائی سے ترقی کی منازل طے کی ہیں۔ خاور مسعود بٹ کی جانب سے یہ ایوارڈ انگلش بسکٹ میں سیکچرز کی چیف ایگزیکٹو آفیسر اور ٹیکنالوجی ڈائریکٹر ڈاکٹر زینت منیر نے وصول کیا۔ خاور مسعود بٹ نے قوم کی ترقی اور تجارتی چین رفت میں نمایاں خدمات

Publication: Daily Jehan
Pakistan

Stations: Khi, Lhr, Isb

Date: Dec 04, 2019

بانی انگلش بسکٹ خاور مسعود بٹ کیلئے ایڈ ایشیا 2019 لیڈرشپ ایوارڈ

اعزاز پاکستان میں مارکیٹنگ ایڈورٹائزنگ کی صنعت کیلئے غیر معمولی خدمات کے اعتراف میں دیا گیا

لاہور (پ ر) ایسٹین فیڈریشن آف ایڈورٹائزنگ ایسوسی ایشن (AFAA) کی جانب سے انگلش بسکٹ میونسپلٹی چیمبرز کے بانی و چیئر مین، خاور مسعود بٹ کو لاہور میں پروکار لیڈرشپ ایوارڈ سے نوازا گیا۔ انہیں یہ اعزاز پاکستان میں مارکیٹنگ اور ایڈورٹائزنگ کی صنعت کے لیے غیر معمولی خدمات کے علاوہ ان کے ویژن اور گڈ گورننس کے اعتراف میں دیا گیا ہے جس کی وجہ سے ای بی ایم نے گزشتہ برسوں کے دوران کامیابی سے ترقی کی منازل طے کی ہیں۔ خاور مسعود بٹ کی جانب سے یہ باقی صفحہ 7 بتیہ نمبر 21



انگلش بسکٹ کی چیف ایگزیکٹو ڈائریکٹر زینب مسیر بانی خاور مسعود بٹ کو دیا جائے گا۔ اسے ایف اے اے لیڈرشپ ایوارڈ وصول کر رہی ہیں ایڈ ایشیا کا گریس کے چیئر مین ریمنڈ سوامرا از پیش کر رہے ہیں چیئر مین پاکستان ایڈورٹائزنگ ایسوسی ایشن وقار حیدری اور ایڈ ایشیا 2019 کے چیئر مین سرمد علی بھی موجود ہیں

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ایوارڈ انگلش بسکٹ میونسپلٹی چیمبرز کی چیف ایگزیکٹو آفیسر اور چیف ڈائریکٹر، ڈاکٹر زینب مسیر نے وصول کیا۔ خاور مسعود بٹ نے قوم کی ترقی اور تجارتی پیش رفت میں نمایاں خدمات انجام دی ہیں۔ انگلش بسکٹ میونسپلٹی چیمبرز نے بھی ایف اے اے لیڈرشپ، تعلیم، صحت، کھیلوں، فنون اور ایڈورٹائزنگ کے لیے دل کھول کر مدد کی ہے جس سے اس بہترین کارکردگی کے لیے جذبے کے ساتھ ذہانت اور مروج کی نشاندہی کرنے کی صلاحیت ظاہر ہوتی ہے۔

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Publication: Daily
Khabrain

Stations: Karachi

Date: Dec 04, 2019

ایڈ ایشیا کانگریس کا آغاز مختلف مسائل کے مندوبین کی شرکت میں

ایڈ ایشیا کانگریس کا 15واں اجلاس لاہور میں منعقد ہوا۔ اس موقع پر مختلف ممالک کے مندوبین نے شرکت کی۔

لاہور، پاکستان: ایڈ ایشیا کانگریس کا 15واں اجلاس لاہور میں منعقد ہوا۔ اس موقع پر مختلف ممالک کے مندوبین نے شرکت کی۔

ایڈ ایشیا کانگریس کے سائٹرز میں شامل

Publication: Daily Jehan
Pakistan
Stations: Lahore
Date: Dec 04, 2019

انگلش بسکٹ کے بانی خاور مسعود بٹ کیلئے ایڈ ایشیا لیڈرشپ ایوارڈ

لاہور (شاف رپورٹر) ایشین فیڈریشن آف ایڈورٹائزنگ ایسوسی ایشن کی جانب سے انگلش بسکٹ مینوفیکچررز کے بانی و چیئرمین خاور مسعود بٹ کو لاہور میں لیڈرشپ ایوارڈ سے نوازا گیا۔ انہیں یہ اعزاز پاکستان میں مارکیٹنگ اور ایڈورٹائزنگ کی صنعت کیلئے غیر معمولی خدمات کے علاوہ ان کے ویژن اور گورننس کے اعتراف میں دیا گیا ہے۔ خاور بٹ کی جانب سے یہ ایوارڈ انگلش بسکٹ مینوفیکچررز کی چیف ایگزیکٹو آفیسر اور مینجنگ ڈائریکٹر ڈاکٹر زلیف منیر نے وصول کیا۔



لاہور: انگلش بسکٹس کی سی او ڈاکٹر زلیف منیر ایڈ ایشیا کانفرنس میں لیڈرشپ ایوارڈ وصول کرتے ہوئے

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سی ای او انگلش بسکٹس ڈاکٹر زیلا ف منیر AFAA لیڈر شپ ایوارڈ وصول کر رہی ہیں

Publication: Daily Jasarat

Stations: Karachi

Date: Dec 04, 2019

انگلش بسکٹ مینوٹیکچرز کے بانی خاور مسعود بٹ کیلئے لیڈرشپ ایوارڈ
یہ ایوارڈ سی ای او اور ایم ڈی ڈاکٹر زلیف منیر نے وصول کیا، ای بی ایم کا نیا لوگو بھی متعارف

لاہور (اوصاف نیوز) ایشین فیڈریشن آف ایڈورٹائزنگ ایسوسی ایشن (AFAA) کی جانب سے انگلش بسکٹ مینوٹیکچرز کے بانی و چیئرمین خاور مسعود بٹ کو لاہور میں پروکار لیڈرشپ ایوارڈ سے نوازا گیا۔ انہیں یہ اعزاز پاکستان میں مارکیٹنگ اور ایڈورٹائزنگ کی صنعت کے لیے غیر معمولی خدمات کے علاوہ ان کے ویژن اور گڈ گورننس کے اعتراف میں دیا گیا ہے جس کی وجہ سے ای بی ایم نے گزشتہ برسوں کے دوران کامیابی سے ترقی کی منازل طے کی ہیں۔ خاور مسعود بٹ کی جانب سے یہ ایوارڈ انگلش بسکٹ مینوٹیکچرز کی چیف ایگزیکٹو آفیسر اور ہیڈنگ ڈائریکٹر زلیف منیر نے وصول کیا۔ خاور مسعود بٹ نے قوم کی ثقافتی اور تجارتی پیش رفت میں نمایاں خدمات انجام دی ہیں۔ انگلش بسکٹ مینوٹیکچرز نے بھی ہمیشہ انٹرنیشنل پریسورپ، تعلیم، صحت، کھیلوں، فنون اور ایڈورٹائزنگ کے لیے دل کھول کر مدد کی ہے۔ اس خوش قسمت موقع پر ای بی ایم کا نیا لوگو (logo) بھی متعارف کرایا گیا۔ اس موقع پر ای بی ایم کی چیف ایگزیکٹو آفیسر اور ہیڈنگ ڈائریکٹر زلیف منیر نے اس تبدیلی کے پیچھے موجود خیال کی وضاحت کرتے ہوئے کہا کہ ہماری یہ نئی اور تازہ کار پوریٹ شناخت ہمارے برانڈ کے مقصد کو نمایاں کرتی ہے۔ یعنی غذا کی طاقت سے بھرپور زندگی، جذبہ اور لوگ۔ یہ علامت تین انوکھے اجزاء کو ظاہر کرتی ہے جنہیں ہمارے برانڈ کے دل کی صورت میں اکٹھا کیا گیا ہے۔



انگلش بسکٹس (EBM) کی چیف ایگزیکٹو ڈائریکٹر زلیف منیر EBم کے بانی خاور مسعود کو دیا جانے والا AFAA لیڈرشپ ایوارڈ AFAA کے چیئرمین ریمنڈ سو سے وصول کر رہی ہیں۔ اس موقع پر پاکستان ایڈورٹائزنگ ایسوسی ایشن کے چیئرمین وقار حیدری اور ایڈیشیا 2019 کے چیئرمین سرمد علی بھی موجود ہیں

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