



DEC 34
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AdAsia Lahore, 2019 Day 2



Brand makers tell tales of innovation

By Intikhab Hanif

LAHORE: Master brand makers and image builders from home and abroad on Wednesday explained in the first session of the AdAsia Lahore 2019 how they did marvels with innovative techniques instead of following the routine.

The first Pakistani woman to climb Mount Everest, Miss Samina Khayal Baig, was among the speakers at Alhamra on the second day of the world conference, and won standing ovation from the audience, comprising mainly advertisement giants and media persons, by telling how she became a symbol of women empowerment.

The mountaineer from a remote village of Gilgit-Baltistan lacking even basic civic amenities, appeared to have moved the people assembled only to know the latest global advertisement trends by explaining them how she surmounted all hurdles in the way of women while climbing the highest peaks in the world.

The first speaker was Creative Change Catalyst Tay Guan Hin who has over the past around two decades transformed and changed global brands by developing an array of integrated creative business solu-

tions that contributed to the growth in as many as 12 key markets.

His theme was highlighting imperfections to create a connection with people. "Doing so would create a connection with people, making it easy to sell your idea," he said, adding "perfections look artificial, do not create connections between the idea and the people and do sometime intimidate the target audience," he said.

Quoting his personal examples, he said how as a cleft lip child he faced embarrassments but a teddy bear given to the brother of his wife who suffered from blood cancer created a connection for him.

To make his point clear he showed some advertisements which were made on the same principle and drew attention of the audience. One was about the survivors of a car crash, choosing a safe car, and as a result

making people trust it actually is. Another was for getting donations for the cleft lips persons by making people donate their online faces for turning them into cleft lips children.

Mr Vange Kourentis, a commercial and digital media specialist with 25 years experience among the world's leading football clubs, leagues, federations and players, explained how his team made Manchester United (football) a universal brand.

He said the main slogan of the campaign was to be the best football club in the world both on and off the pitch. The strategy was to maximise revenues from the stadium, build a cohesive media presence, develop strategic partnerships and adopt sustainable international expansion. Mr Shahzad Nawaz and Mr Faraz Maqsood Hamidi who created Markhor symbol for PIA and a security agency separately said creating such things was madness. Thinking differently after drowning in the concept of the brand leads to creativity, they said, explaining how their individual working styles that helped them carve a niche in the advertising sector in Pakistan.

Mr Bharat Avalani and Mr Jonathan Chen gave details of the upcoming advertisement events and invited the audience to attend them.



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Picture shows English Biscuits' (EBM) CEO, Dr. Zeelaf Munir receiving the AFAA Leadership Award on behalf of EBM's founder, Khawar Masood Butt. The Chairman of AFAA, Raymond So, presented the award during the AdAsia 2019 in Lahore.

Publication: Dawn

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Date: Dec 05, 2019

Women leaders challenges highlighted

By Our Staff Report

LAHORE: A meaningful session of the AdAsia on women who were in powerful positions in the advertising industry highlighted some of the challenges they faced in their lives and how they helped resolve them.

BBDO's Attiya Zaidi, while introducing the panel, said inclusive organisations scored better, yet the number of women leading organisations around the world remains very low, especially in countries like Pakistan.

The panel included Dr Zeelam Munir, CEO and MD of English Biscuit Manufacturers, Seema Jafar, creative director and CEO of Bond Advertising, Frieha Altaf, CEO Carwalk PR & Event Management.

The session was moderated by Arifa Silk, brand director of Campaign Asia, who said that the advertising and media industry was defined by complexity, disruption and transformation. Besides diversity there were countless examples of financial benefit with women in leadership roles. In 2018, women held just 24 percent senior roles globally, said Silk.

Dr Munir said her journey could be described as breaking multiple glass ceilings, including familial and social expectations, working in a foreign country, and then facing pressure because of family legacies and the environment you are in.

"I succeeded in pushing for a collaborative environment in the workspace". She said in her organisation they have a day care, and the heads of department were flexible and generous with timings. "It is one thing to have a woman there and another thing for the woman to take the seat in the same way as everyone else is," she described. "There are also unconscious biases like expectations from you just because you are a woman."

Seema Jafar said she inherited a "legacy business" in the late 80s. "Advertising is one of the most exciting fields," she said. "When I got into leadership phase, as I came into my own, it became even more exciting, but I faced many challenges. The biggest one was that most industries were men driven."

She said that there was – and still is – a "boys club". "I'm the only woman even today in the Pakistan Advertising Society. But now women are also coming together in different ways which could encourage other women in the industry."

"The industry must be more supportive [to women] and have a system in place. A lot of us women have started to think of these things. Once these are in place, the business will do better, as women bring in innovation and perspective."

Frieha Altaf said she had found that being honest was something she struck to throughout her career and it always helped her.

"Breaking barriers was a necessity,

for me, especially because in my socio-economic class, modeling was frowned upon. When you are privileged you have to take stock of what's right and then break the barriers around it."

How communications can tackle humanity's most challenging problems

The session was conducted by Marcus Peffers, the CEO of World Services, M&C Saatchi.

Peffers explained that the core issue that World Services works to tackle was best summed up by the World Development Goals. He further went to illustrate the processes and tools of World Services that are used to design social change campaigns across the world, with the help of case studies and examples.

He elucidated that behaviour change was the ultimate goal of every marketing communication, and it is a challenging endeavour. Therefore, he said, clarity of thought

was required. He illustrated how to achieve clarity that with M&C Saatchi's "Rutal Simplicity of Thought" tool for an effective big idea. This tool strategically re-frames a problem in a way that becomes identifiable and understood by the citizens and society at large.

He shared the example of Let's All Change for Life campaign, targeted at tackling obesity. He explained how un-

iversal identifiers like blaming parents, fat bodies and instruction to comply were re-framed as blaming modern life, fat in the body and invitation to join in. That gave a positive spin and inspirational angle to a global problem, resulting in an impactful campaign.

Peffers shared case studies of other successful global social change campaigns like One Last Push, for the eradication of polio, and a campaign conducted in UK for police recruitment.

Ending modern day slavery

The sessions focused on SDG Goal 8, which is Sustainable Economic Development, Job Creation and Ending Modern Day Slavery.

Raza Jaffer, the founder of Global Sustainability Network, said that by 2030 Pakistan was supposed to achieve SDG goals. He urged the media, NGOs, and academia to help achieve Goal 8.

"Humanity is suffering and losing the battle on many fronts," he said. "Women empowerment, job creation – we are still missing a few fundamentals. When we are unprepared for the future, we will end up landing in trouble."

He said that slavery was increasing every day in the world.

There are 45 million slaves around the world, he said. "We need to change consumer behavior. We need reliable convincing voices to reach out to masses,

That includes faith leaders.

"In 2013 we got a fatwa against slavery," he said. "Followed by leaders of other religions, and a joint declaration was signed in 2014."

Then, he said, they reached out to United Nations. Pope Francis would speak at the UN if ending slavery would be included in the drafts of the SDGs. Speaking about employment among youth, he said most of the nations spending a lot of money on defence, were probably looking at a bigger threat of youth uprising in the future, because the the kind of jobs we have today, might not exist.

The Global Slavery Index shows dismal numbers of Pakistan.

An estimated number of people living in Modern slavery in Pakistan are counted as 3,186,000, while 74 out of every 100 are vulnerable to modern slavery.

He said the GSM was a movement of the people of the world, not one country or one person who were working together to achieve the goal. "I keep hearing about brick kilns, and we need to start asking ourselves, whether these people are involved in our supply chains, whether in the clothes we wear and the food we eat, there is any slavery involved." He said that Pakistan was still socially in a state of denial regarding the existence of slavery in the country.

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Advertising transforms imperfection into beauty: Tay Guan Hin

Vange Kourentis says it is a must to appear in partnership and media to increase income. While Farooq says Pakistan going to be hub of advertising globally as the country's potential and all global indicators point towards this end, design of Marchoo for PIA and ISI mentioned in conference; Tharwat, Nadani, Sarmad Ali, Farooq, Masood, Shahzad Anwar, Samina Raig, Soema, Janfar, Fareeha Altaf deliver addresses; Today is last day of conference

By Waseem Ahmad and Amir Malik
Lahore: The annual day of the AdAsia 2019 was a grand affair as it was the first time in the history of the city that such a large gathering of advertising professionals from across the globe took place in Pakistan. The event was held at the Sheraton Hotel, Lahore, and was attended by over 500 professionals from various countries. The day was filled with presentations, workshops, and networking opportunities. The keynote address was delivered by Vange Kourentis, CEO of AdAsia, who emphasized the importance of advertising in driving business growth. He stated that advertising is not just a cost but an investment that yields long-term benefits. He also highlighted the role of digital advertising in transforming the industry and creating new opportunities for businesses. The event was a success, providing a platform for professionals to share their experiences and insights, and fostering a sense of community within the advertising industry.

Advertising transforms imperfection into beauty: Tay Guan Hin

Continued from page 17
He said the company has been successful in its advertising because of its creative and innovative approach. He mentioned that the company has been able to reach a wider audience through digital advertising and social media. He also emphasized the importance of understanding the target audience and tailoring the advertising message accordingly. He stated that advertising is a dynamic field that requires constant innovation and adaptation to changing market conditions. He concluded his speech by encouraging businesses to embrace advertising as a key component of their marketing strategy and to explore new and creative ways to reach their target audience. The event was a great success, providing a platform for professionals to share their experiences and insights, and fostering a sense of community within the advertising industry.

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Samina Baig gets standing ovation at AdAsia

HAMID WALEED

LAHORE: Participants of AdAsia 2019 extended a standing ovation to Pakistani mountaineer Samina Khayal Baig on the second day of the gathering at Alhamra Art Council on Wednesday.

Delegates from all over the world were highly impressed by the success story of proud Pakistani mountaineer and the hall burst into claps when she said: "I have climbed mountains to prove that Pakistani women are not weak. They are equally strong, full of passion and ready to take on challenges of life." The theme of her talk was: "No mountain too easy nor too high."

Samina Khayal Baig is the first and only Pakistani high-altitude mountaineer who in 2013 climbed Mount Everest and then all Seven Summits by 2014. She is also the youngest Muslim woman to climb Mount Everest, having done so at the age of 21. Samina was the first to climb the peak Chashkin Sar (above 6,000 meters) in Pakistan in 2010, which was later, renamed Samina Peak. She reached the summit of 'Koh-i-Brobar' (Mount Equality) in 2011. An attempt at the seven-kilometer high Spantik Peak ended in failure for Baig due to adverse weather conditions.

She further recalled that not a single newspaper bothered to publish her press conference when she announced to climb Mount Everest. "So much so, a



LAHORE: Mountaineer Samina Khayal Baig speaks at AdAsia Lahore 2019 about her journey to the top, here on Wednesday.—Recorder photo

reporter came to me after the press conference to express his doubts by stating that how can I climb a mountain when my physique suggests that I cannot even take stairs to the top," she said in a simple tone that led to a burst of laughter on the part of her listeners.

Hundreds of delegates from all over the world and Pakistan are attending the three-day event which is taking place in the city after a lapse of 30 years. The theme for the congress is "Celebration: Celebration of Advertising and Creativity in Asia." President Dr Arif Ali is due to conclude the mega event today (Thursday). Among others who spoke on the second day of the

conference included Global Executive Director for South-East Asia, JWT Guan Hin Tay, Chief Knowledge Officer AFAA Bharat Avalani, former Director Commercial of Manchester United Vange Kourentis, photographer and adventurer Cory Richards, Secretary AFAA James Selva, former cricketer Shoaib Akhtar, CEO World Services, M&C Saatchi Marcus Peffers, founder of Global Sustainability Network Raza Jafar and Global marketer and new business developer Wille Eerola.

A panel discussion was also a special feature of the second day which was moderated by Ms Atifa Silk and the panelists included Managing Director & CEO English Biscuit Manufacturer Dr Zeelaf Munir, CEO Catwalk Productions Ms Fareeha Altaf, CEO Bond Advertising Seema Jaffer and Stylish and Entrepreneur Nabia.

The audience also took a special interest in the presentation of former Director Commercial of Manchester United Vange Kourentis who spoke on the topic of building a global cult brand over generations. He suggested the audience to acknowledge the fans of their brands in order to build a global cult brand over generations. The audience kept throwing innovative questions to guest speakers during the allotted time slot at the end of each presentation.

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LAHORE: English Biscuit CEO Dr Zaleef Munir receives the AFAA Leadership Award on behalf of EBM's founder Khawar Masood Butt. The chairman AFFA Raymond So presented the award during the AdAsia 2019 in Lahore. PAA chairman Waqar Haidri and Chairman AdAsia 2019 Sarmad Ali also present on the occasion.

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Recorder

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AdAsia
LAHORE 2019



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Date: Dec 05, 2019

Celebrating the Success: AdAsia 2019

This one-of-a-kind conference started in 1958 making AdAsia Lahore 2019 the 31st edition and the second AdAsia to take place in Pakistan. AdAsia is the Asia's largest and most prestigious ad Congress, held every two years under the auspices of the Asian Federation of Advertising Associations (AFAA). The previous event held in 1989 was a memorable endeavour which set the course and direction of the advertising industry in Pakistan. This year, we committed once again to use the Congress as a way to carve the way forward for the advertising and marketing communications industry. This is also an opportunity to portray a positive image of Pakistan internationally and show the world that we are a peaceful and hospitable nation."

AdAsia's title 'CELEBRATION', the conference is all about collaborating with one another, sharing creativity and ideas, networking with one of the biggest names in the industry, and of course, celebrating success.

Approximately 800 delegates from around the world are attending the event, including names such as William Dalrymple (Historian and Author), Lord William Hague (Former Secretary of State UK), Tay Guan Hin (Creative Change Catalyst, APAC

Global Advisory), Richard Quest (Chief Business Correspondent CNN), Tasuharu Sasaki (Executive

have been learning how advertisers break norms, challenge myths, and shift paradigms to redefine

and Ali Mandiwalla, the organising committee includes Jawad Humayun (Immediate Past Chairman, PAA), Sohail

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 Atiqul Oalho in the afternoon. Renowned businessmen from all across the country were also prominent amongst the notables.

Recalling the history, AdAsia began as a three day Asian Advertising Conference in 1958 sponsored by the Japan International Advertising Association (JIAA). The principle objective of the conference was to give Asian Advertising a boost in the post war era. The conference was attended by delegates from six countries including Japan. The modest conference grew into a congress in the 1960s and was nicknamed AdAsia in 1984. The success of the first conference laid the foundation for the event to grow into the most important regular gathering of marketing and advertising professionals in Asia. Over time AdAsia has become the continent's most prestigious advertising event.

1st Congress of AdAsia was held in 1958 at Tokyo-Japan, 2nd Congress in 1960 at Tokyo-Japan, 3rd Congress of AdAsia in 1962 at Manila-Philippines, 4th Congress in 1964 at Hong Kong, 5th Congress in 1966 at Taipei, Taiwan, 6th Congress of AdAsia in 1968 at Kuala Lumpur-Malaysia, 7th Congress of AdAsia in 1970 at New Delhi-India, 8th

Seoul-Korea, 15th Congress in 1986 at Bangkok-Thailand, 16th Congress in 1989 at Lahore-Pakistan, 17th Congress in 1990 at Kuala Lumpur-Malaysia, 18th Congress in 1993 at Tokyo-Japan, 19th Congress in 1995 at Bali-Indonesia, 20th Congress in 1997 at Manila-Philippine, 21st Congress in 1999 at Pattaya-Thailand, 22nd Congress in 2001 at

2015 at Taipei-Taiwan, 30th Congress in 2017 at Bali-Indonesia and 31st AdAsia 2019 Congress is currently being held in Lahore-Pakistan. While AFAA described its objectives which include: to unify all Asian associations, organisations and corporations involved in the various aspects of advertising as a profession and as a business, to upgrade standards, ethics and practices of advertising and thus bring about a more meaningful contribution from advertising and other related activities to both regional and national socio-economic development, to contribute programs to secure a better understanding of advertising and its functions in our respective countries, to take all steps to undertake, improve, systematize and coordinate manpower development programs in the region, to centralise data and information relating to advertising and marketing on a regional basis, to organize various influential regional events: AdAsia, DigiAsia, and many others to come, to assist in the development/implementation of socially/economically oriented (public service) programs on a national or regional basis, to foster self-regulation, to devise and implement education programs explaining the social and economic aspects of advertising.



Creative Director, Dentsu Network), Aafia Silk (Brand Director, Campaign Asia) and Randi Zuckerberg (Founder & CEO, Zuckerberg Media). Pakistani speakers include Mosharaf Hai (Managing Director, L'Oréal), Hameed Haroon (CEO, Dawn Media Group), Javed Jabbar (Media Expert), Seema Kamil (President and CEO, UBL), Taber Khan (Founder and Chairman, Interflow Communications), Ali Rez (Regional CD, Middle East & Pakistan, BBDO Worldwide), Shazia Syed (CEO, Unilever Pakistan Foods Limited) and Dr Zeelaf Munir (MD & CEO, EBM). Throughout the conference, the audience remained privy to an exciting agenda where they

advertising and marketing as we know it. On the inaugural ceremony of AdAsia, a specially commissioned musical play Lahore, Lahore Ae was performed. The play was a collaborative effort between some of Pakistan's top actors, directors and choreographers. Other cultural activities include a Gala Night at the historical Asif Jha Haveli, a Sufi Night in the Walled City, and a farewell closing dinner tonight at the Governor's House, which will be attended by the President of Pakistan. There will also be a Macau night, which introduces and celebrates the host country in this case is Macau for 2021. The minds behind AdAsia 2019 in addition to Samad Ali

Kisar (Senior Vice Chairman, PAA), Numan N. Ahmed (Vice Chairman, PAA), Waqar H. Haidri (Current Secretary Finance, PAA) and Shahzad Nawaz (Event Consultant - Director Creative, Planning, Communication and Event, AdAsia). Nawaz designed the AdAsia 2019 logo - a peacock adorned with truck art, which he says highlights the theme of the conference, Celebrasian, as well as symbolises the diversity and harmony in the Asian continent. This is a seminal event for Pakistan's advertising industry and it is hoped that the fraternity will gear up and send as many young delegates as possible. During the event, the speakers of the session deliberated upon the



Richard Quest with Faisal Zahid Malik Editor-in-Chief Pakistan Observer at Ad Asia 2019 Lahore.

Congress in 1972 at Bangkok-Thailand, 9th Congress in 1974 at Bali-Indonesia, 10th Congress in 1976 at Sydney-Australia, 11th Congress in 1978 at Manila-Philippine, 12th Congress in 1980 at Singapore, 13th Congress in 1982 at New Delhi, India, 14th Congress in 1984 at

Taipei-Taiwan, 23rd Congress in 2003 at Jaipur-India, 24th Congress in 2005 at Singapore, 25th Congress in 2005 at Jeju-Korea, 26th Congress in 2009 at Kuala Lumpur-Malaysia, 27th Congress in 2011 at India, 28th Congress in Hanoi-Vietnam, 29th Congress in

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AdAsia 2019 key platform for global leaders to share business practices

AdAsia is largest, most prestigious advertising congress in Asia, organized bi-annually, since 1958, by AFAA

STAFF REPORTER

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.

The theme for the congress is "Celebration: Celebration of Advertising and Creativity in Asia", and the communication has been

2019), when President Dr Arif Alvi expected to attend the concluding session of the mega event.

Meanwhile, our correspondent Amraiz Khan reports that the Asian Fed-



eration of Advertising Associations (AFAA) has also conferred its 'Leadership Award' on the Chairman of English Biscuit Manufacturers (EBM) - Khawar Masood Butt, 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 good governance resulting in EBM's successful growth over the years.

Pakistan Chapter of International Advertising Association, Chairman of the organizing committee for AdAsia 2019, while talking on the occasion said that despite security concerns placing the event in Lahore played its part in calming any worries, paving the bid forward. 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.

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 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.

tising 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

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. Butt, adver-



ising 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 Muneer highlighted the idea

lines 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."

Sir Martin Sorrell, global digital media trailblazer, in a conversation with Richard Quest, CNN's foremost international business correspondent and host of Quest Means Business, at one of the sessions at the inaugural day of AdAsia Lahore 2019 conference. The two experts, who are dubbed as the most forth-

right corporate speakers, shed light on the world business and digital media roadmap.



right corporate speakers, shed light on the world business and digital media roadmap. Martin Sorrell spelled out the global business and digital media roadmap, outlining importance of emerging communication tools and integrity of top industry leadership as key areas shaping up international commerce landscape. Sir Martin Sorrell is

founder of the world's largest advertising group, WPP, which owns GroupM, J Walter Thompson, Ogilvy, Grey and Y&R. The WPP and Martin Sorrell have

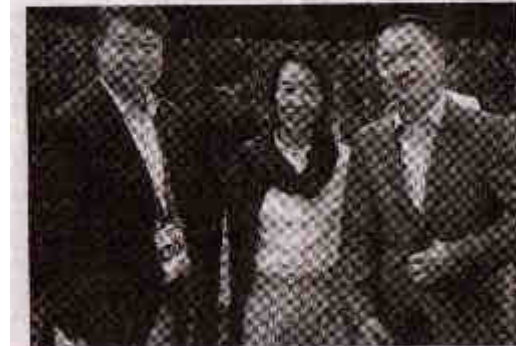


been synonymous for over three decades. Sir Martin Sorrell led WPP as the chief executive officer (CEO) for 33 years. He took on a million-pound company and transformed it into the world's largest advertising and marketing services company, boasting revenues in excess of 15 billion pounds and a company strength of over 200,000 across 113 countries today. Sir Martin set up the S4 Capital in May 2018 just a month after quitting the WPP, the advertising group he

advertising had always been part of the media, but its paid contents depict the story of the sponsor. The other part of the media, he added, is the news content.



He said both should remain separated but, unfortunately the advertising part had started influencing the news content. He said we should promote and appreciate creative advertisers. AdAsia is the largest and most prestigious advertising congress in Asia, organized bi-annually, since 1958, 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: Randi Zuckerberg, Sir Martin Sorrell, Lord William Hague, Richard Quest, Fernando Machado, Vange Kourentis, Tom Goodwin and many more.



designed keeping the theme and design elements from Pakistan in mind. The conference would continue up to today (December 5,

The CEO & MD of EBM - Dr. Zeelaf Muneer received this award on behalf of Khawar Butt. Sarmad Ali, President of



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 Adver-



ting & marketing sectors, he had also played a pivotal role in orchestrating AdAsia conference, which was held in Pakistan in 1989. He is also credited



behind this change by stating, "This fresh corporate-identity celebrates our brand-purpose: nourishing lives, hearts and communities". The symbol com-



emerging communication tools and integrity of top industry leadership as key areas shaping up international commerce landscape. Sir Martin Sorrell is

Publication: Pakistan Observer

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

Date: Dec 05, 2019

Day 1 of AdAsia Lahore puts marketers on the frontlines of social change

The first day of AdAsia Lahore 2019 opened to a captivated audience, with the energy only getting better with time. The conference returns to Pakistan after three long decades, and brings with it a set of gurus, veteran marketers, entertainment wizzes and more.

The conference began with a conversation between marketing guru Sir Martin Stuart Sorrell and veteran journalist Richard Quest. Businesses are changing and they are changing fast. "Digital is the present," Sorrell told the audience while explaining that traditional forms of marketing have had their day in the sun and are on their way out.

However, changing tides have many uneasy. "All industries are challenged by digital transformations," Sorrell said while discussing how digital tools are changing the face of marketing.

"It has repercussions that go beyond the economic aspects of a business," he added.

Given the data-oriented nature of digital marketing, Quest noted that at times it was not seen as creative enough.

"The cheap shot against digital is that it is not creative. This is a fundamental problem. People look back at expensively paid large ad agencies. But those

days are gone — but that doesn't mean that big ideas are gone. It's about a different definition of creativity," Sorrell responded.

After a discussion on what is and isn't creativity in the digital age, it was only fitting that Ali Rez, BBDO's Creative Director for Middle East and Pakistan, took the stage to talk about the change marketing makes and why change needs to take centre stage as the narrative for brands.

These are good times for Pakistan, Rez told the audience. Pakistan broke into the top 40 list of the most creative countries in the world, and the country has won more than 400 awards in the last five years. The Cannes Lions ranked the country number four in Asia on their Global Creativity Report.

The conversation then flowed into taking all that creativity and doing something with it — something that looks at people and problems first and profits later. "Brands are overtaking charities in doing work for good. They're taking responsibility," Rez told the audience.

And this responsibility is helping them find a larger number of consumers and helping them make money. Marketing that's aimed at shifting or disrupt-

ing negative cultural practices to build something new and better work.

"Advertising builds culture and is a reflection of the culture that prevails. Un-stereotyped advertising performs 25% better and increases purchase intent by 18%," Rez shared.

He ended his talk with some food for thought: "At the end of the day you're going to tell your children that you helped change the world," he said while talking about the future of how brands build their images.

After Rez, Quest once again took the floor to talk about leadership in business, and the values that marketers must have if they are aiming to become leaders.

"You need to know the values that go with having the right tools and ideas to move forward. You're likely to get caught up in your own bullshit; that in your world there's no need to take responsibility," he said noting that great ideas are sometimes lost when we keep profit in mind more so than integrity. The session focused on brave campaigns where brands have taken a stand. CEOs are becoming the new world leaders and looking to make the difference that our political leaders are failing to make. And since money talks, they're using their financial power to do so.

Publication: The News Lark

Stations: Karachi

Date: Dec 05, 2019

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لاہور:..... ایڈ ایشیا کانفرنس کے دوسرے سیشن سے کریٹو چیف آف آپیک گلوبل ایڈوائزری تے گوان بن، بھورت اولامی، ویگ کورینٹس، جاپان کے جو ناٹھن
شین، ایڈ ایشیا کے چیئر مین سرد علی، شہزاد نواز، فراز مقصود جمیدی، شمینہ خیال بیگ اور فرح ناز حیدر خطاب کر رہے ہیں



لاہور:..... ایڈ ایشیا کانفرنس کے دوسرے روز سی ای او انگلش بسکٹ مینوفیکچررز ڈاکٹر ذلیف منیر، سیمہ جعفر، فیشن ڈیزائنر فریحہ الطاف اور عاطفہ اظہار خیال کر رہی ہیں

Publication: Daily Jang

Stations: Khi, Lhr, Isb,
Mul, Pes

Date: Dec 05, 2019

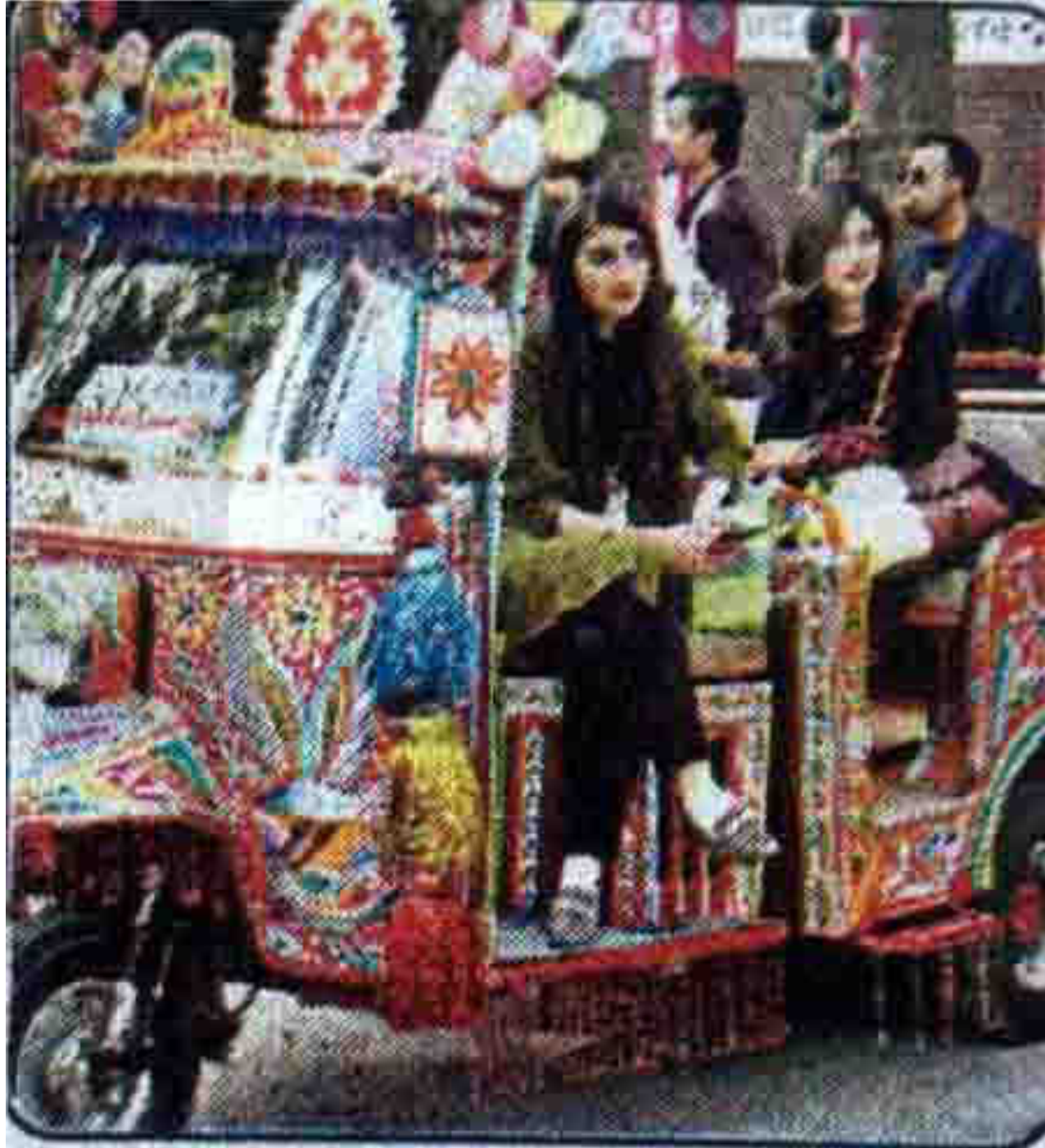
Print



Publication: Daily Jang
Stations: Khi, Lhr, Isb,
Mul, Pes
Date: Dec 05, 2019

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لاہور: الحمر میں ایڈ ایٹا کا نفرنس کے
موقع پر ماڈلز رنگیلار کشہ میں بیٹھی ہیں

AdAsia
LAHORE 2019

Publication: Daily Nai Baat

Stations: Lahore

Date: Dec 05, 2019

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الحمرا میں ایڈیشیا لاہور 2019 کانفرنس میں چیف کرڈیو آفیسر مقصود حامدی، شہزاد واز شمیمہ خیال بیک
مسٹر جو ناٹھون جین، مسٹر جیری می ہمنز خطاب کر رہے ہیں۔

دو ملکوں کی لڑائی سے ایڈورٹائزنگ کو خطرہ، معاشی بحالی مشکل: مارٹن سورل

ایڈورٹائزنگ ملک کی آئینہ دار ہوتی ہے، اگر معیشت گرے گی تو ایڈورٹائزنگ کمپنیوں کو بھی نقصان ہوگا

اشتہارات کے ذریعے سوچنا وقت کی اہم ضرورت، ایڈورٹائزنگ کمپنی کے چیئرمین نے مندرجہ ذیل کا شکریہ ادا کیا

لاہور (کامرس رپورٹر) اکتیسویں ایڈیشیا کانفرنس کا ایڈورٹائزنگ اور دیگر شعبہ ہائے زندگی سے تعلق رکھنے
آج دوسرا روز جس میں پاکستان سمیت دنیا بھر کے باقی صفحہ 5 بقیہ نمبر 32

بقیہ نمبر 32 // کانفرنس

والے افراد نے شرکت کی، چیئرمین ایڈیشیا لاہور کا کہنا تھا کہ ہم
سب کو اپنی ذمہ داری کو سمجھنا چاہیے کیونکہ پوری دنیا میں پاکستان
بارے جب تک آگاہی نہیں مل سکتی جب تک درست معلومات نہیں
مل سکتیں، سب کا کام ہے دیانتداری اور لگن سے کام کریں، دنیا بھر
سے آئے مہترین بھی اس ایونٹ کو سراہتے ہیں، معاشرے کی
بہتری کیلئے سب کو مل کر کام کرنا ہوگا، جو غیر ملکی منداب یہاں
تشریف لائے ہیں وہی واپس جا کر دنیا کو پاکستان کا عکس بہتر
طریقے سے دکھا سکتے ہیں، یہ ایڈیشیا لاہور ہے، سر مارٹن سورل
دنیا کے سب سے بڑے ایڈورٹائزنگ گروپ ڈی بی و ڈی بی کے
بانی اور 33 سال سے سی ای او رہے اور 2018 میں ایک نئی
ایڈورٹائزنگ کمپنی ایس فور کیمپنل قائم کی، دو ملکوں کی لڑائی سے
ایڈورٹائزنگ سمیت بڑی انڈسٹریوں کو خطرات لاحق ہیں، معاشی
بحالی مشکل ہوتی جا رہی ہے۔

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لاہور: الہرامیں ایڈ ایشیا کانفرنس کے موقع پر خواتین ماڈل رکشہ میں بیٹھ کر تصویر بنوا رہی ہیں

Publication: Daily Jehan
Pakistan

Stations: Lahore

Date: Dec 05, 2019

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Publication: Daily
Pakistan

Stations: Lahore

Date: Dec 05, 2019

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لاہور، چیف کریشیا آئیٹس فرارز تصور جامدی، شہزاد نواز شمیم خیال بیک، سرد علی، جونا تھون چین، جیری می ہمنز المرامن ایڈا ایشیا کانفرنس سے خطاب کر رہے ہیں

Publication: Daily
Pakistan

Stations: Lahore

Date: Dec 05, 2019

AdAsia
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انگلش بسکٹ مینوفیکچررز کے بانی
خاور مسعود بٹ کیلئے لیڈرشپ ایوارڈ

لاہور (اوصاف نیوز) ایشین فیڈریشن آف ایڈورٹائزنگ ایسوسی ایشن (AFAA) کی جانب سے انگلش بسکٹ مینوفیکچررز 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 گورنس 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 مینوفیکچررز کی چیف ایگزیکٹو آفیسر اور منیجنگ ڈائریکٹر ڈاکٹر زیلع منیر نے وصول کیا۔ خاور مسعود بٹ نے قوم کی ثقافتی اور تجارتی پیش رفت میں نمایاں خدمات انجام دی ہیں۔ انگلش بسکٹ مینوفیکچررز نے بھی ہمیشہ انٹر پرائیور شپ، تعلیم، صحت، کھیلوں، فنون اور ایڈورٹائزنگ کے لیے دل کھول کر مدد کی ہے۔

Publication: Daily Ausaf

Stations: Lahore

Date: Dec 05, 2019