

# Slogan

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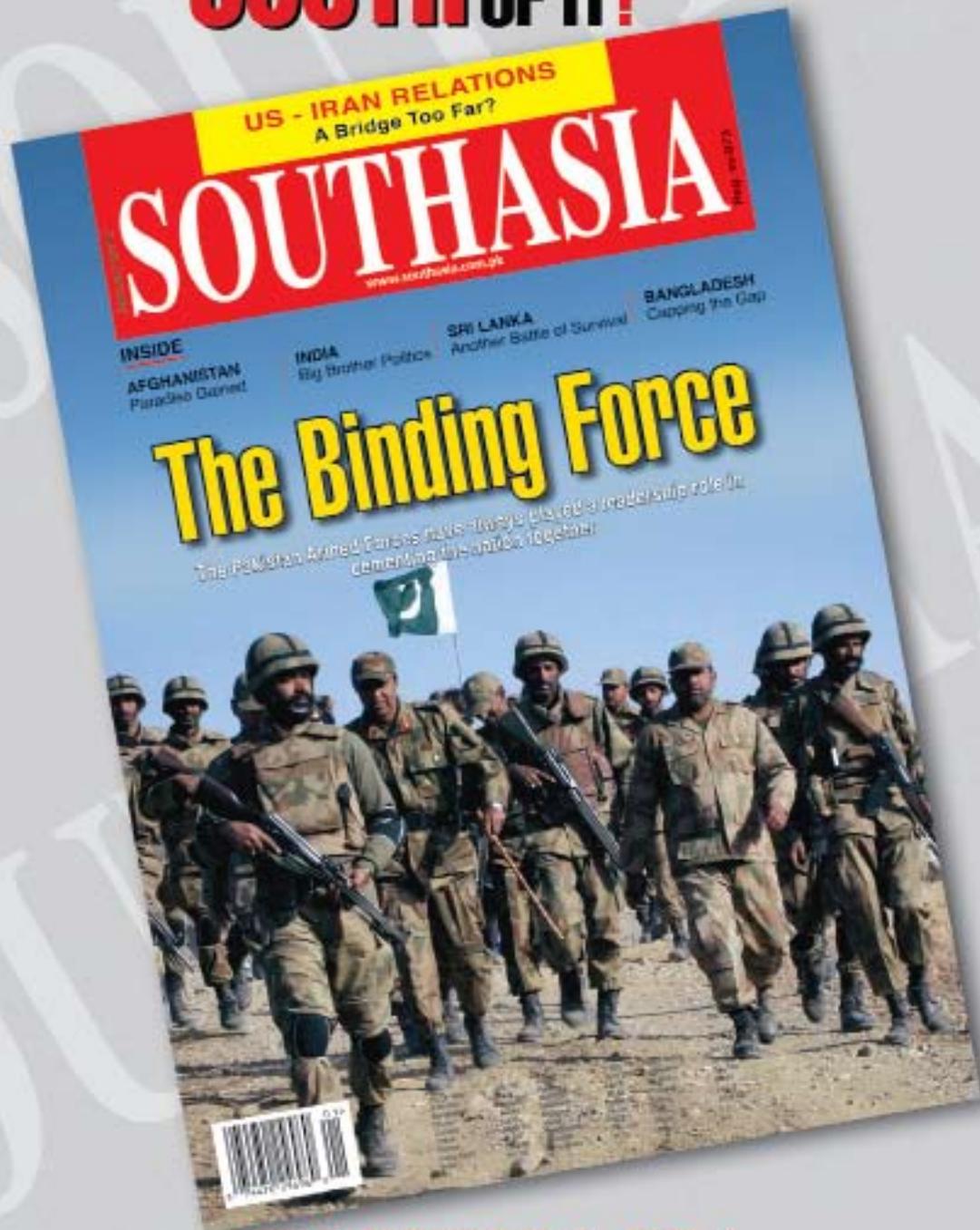
Media Talk  
TV Channels

# CELEBRITY POWER!

Sports icons take the place of showbiz celebrities in endorsing commercial products.

Afghanistan	Afg. 50
Australia	A\$ 6
Bangladesh	Taka 65
Bhutan	NU 45
Canada	C\$ 6
China	RMB 30
France	Fr 30
Hong Kong	HK\$ 30
India	Rs. 65
Japan	¥ 500
Korea	Won 3000
Malaysia	RM 6
Maldives	Rf 45
Myanmar	MMK10
Nepal	NcRs. 75
New Zealand	NZ\$ 7
Pakistan	Rs. 100
Philippines	P 75
Saudi Arabia	SR 15
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January 2015

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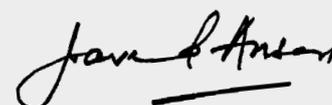
## Media Responsibility

Now that the government has formulated a national action plan to counter the monster of terrorism and responsibilities have been assigned for the speedy and successful implementation of each component of the plan, it also falls upon the national media to throw in its bit. The media must play its role with a complete sense of responsibility, realizing that it must move forward in unison with the wishes and aspirations of the people in stamping out those elements that have contributed to the promotion of terrorism and militancy over the years.

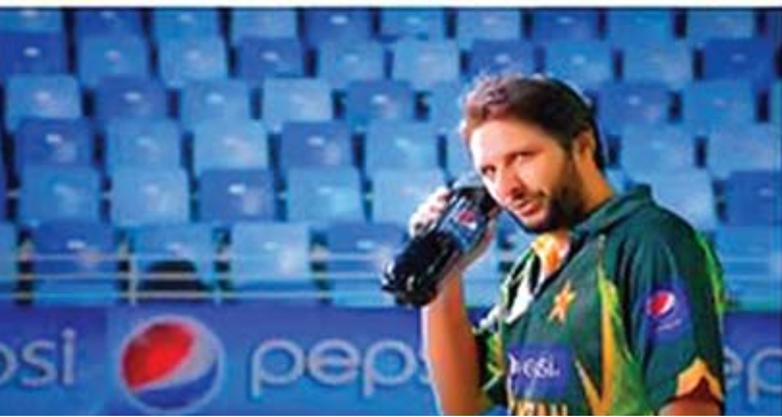
In doing so, all media must proceed with utmost caution and see to it that their platform is not misused for propagation of a thinking that collides with the national ethos and promotes a narrow and bigoted view. They must ensure that they do not glorify the terrorists or those who wish to push forward a particular agenda. Media in Pakistan was liberated at the beginning of the last decade after years of suppression and it was military ruler Gen. Pervez Musharraf who provided this freedom. PTV and the print media were freed from the shackles of censorship though, in the new scenario, some irresponsible and unpatriotic newspapers and magazines chose to take this liberty too far. Obviously, they had their own line on various issues, religious and otherwise, which did not meld with the broad national perspective. Why no action was taken against the menace at the time was perhaps a part of the new freedom policy. But how it hurt the nation in the longer run is something that we have only recently begun to realize. Governments in past years have never tried to control the lax attitude towards the media. Even in the more advanced societies of the world, media freedom is not as generous as in Pakistan and some sort of protocol governs their conduct. A proper code of ethics is laid down and followed. The channels and print outlets apply their own restrictions as well and, without actually saying it in as many words, it is understood at different levels as to what goes into print or is broadcast and, in the national interest, what does not.

In the earlier days, when the Pakistani media did not enjoy freedom, a certain level of self-censorship was practiced by the editors, publishers and even owners and they all well understood their limitations. When the gates were suddenly thrown open, the older lot of media practitioners didn't know what hit them and they still moved with caution out of mere habit. However, the more enterprising among them took full advantage of their liberty and the opportunity also began to be exploited by those with a different agenda to promote. As a result of the open media policy, many more electronic and print outlets have come on the scene and, due to a paucity of trained personnel, have been populated by non-professionals who are mostly devoid of an understanding of their national role and promote their 'free-for-all' approach at will.

It is time that these mis-directed persons are put under some kind of check and a protocol is laid down under which the media is prescribed certain limits. This is not to say that the right to free expression should be curtailed and censorship should again be imposed. But media should at least be made to understand and appreciate their responsibilities. Their cooperation must be sought in the larger interest of the nation. Pakistan today stands at a juncture where all key pillars of the state must become a single, powerful force against the menace of militancy and terrorism. The role of the media holds key importance in this respect because it is a potent means of affecting the public mindset. This power must be handled with great responsibility and instead of offering a platform to those who are out to create mischief and confusion on key national issues, or to glorify the enemies of Pakistan, media outlets should follow a single policy of national unity.



Javed Ansari



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## Quotes...

'There is nothing wrong with intellectual differences flowing from freedom of thought as long as such differences remain confined to intellectual debates.'

– Pervez Musharraf, former President of Pakistan.



'It's more important to try to do something for the crores of poor people of my country.'

– Imran Khan, Pakistani politician.



It was most disappointing to see us losing the ODIs in the UAE.'

– Mohsin Khan, former Pakistan Test cricketer.



'Sadly, we have had no real teaching of our connection to clay, our clay heritage.'

– Shehrezade Alam, Pakistani clay artist.



'Daughters are special very special. They become the soul of the home. They are the reason for the warmth that embraces us all.'

– Amitabh Bachchan, Indian actor.



'For me, physical beauty is never the reason for attraction to anyone.'

– Katrina Kaif, Indian actress.



'If you don't get out of the box you've been raised in, you won't understand how much bigger the world is.'

– Angelina Jolie, American actress.



'There's no need for sledging and abuse of players and officials.'

– Sir Richard Hadlee, former New Zealand Test cricketer.



# KANSAI PAINT



Kansai Paint Company is Japan's leading paint manufacturer, with operations in more than 40 countries spanning the globe from Asia and the Middle East to Europe, Africa, North America and is now introduced in Pakistan. Established in 1918, Kansai Paint has since grown to become the seventh largest paint manufacturer in the world and the largest in Japan. The company is "technology driven" as opposed to being "brand driven" with one of the largest paint R&D centers in the world, dedicated to the development of cutting edge, environment friendly, coating technologies. Kansai Paint is recognized as a global technology leader in Automotive and Protective Coatings while enjoying a strong position in other coatings categories that include, environment friendly Decorative Architectural Paints, Heat-reduction Paints, Anti-microbial Paints, Powder Coatings and a wide range of other Industrial Coatings.

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- Suzuki
- Honda
- Nissan
- Hino
- Sigma

## Auto Refinish



### Complete repaint solutions:

- Covering Primers
- Base Coat/Tinters
- Clear Coats
- Application Training

## Decorative Paints



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- Interior Emulsions
- Exterior Emulsions
- Enamels for Wood and Metal
- Wood Finish Range
- Coatings for Water Proofing
- Heat Resistant Coatings
- Pre Deco Products

## Industrial & Protective Coatings



### Used by:

- Oil, Gas, Petrochemicals and Fertilizer Industries
- Hospitals and the Pharmaceutical Industry
- Agricultural Products and Food Industry
- Dams, Bridges, Power Plants and Steel Structures



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## Pakistan fashion scene

It was interesting to read about the various leaps and bounds made by the Pakistani fashion industry over the past few years. As a fashion student, I can somewhat relate to the challenges outlined by some of the people interviewed in the cover story, 'The Power of Fashion'. Lawn has indeed taken over and left no room for any kind of creativity and innovation for aspiring designers to showcase their talents.

Still, it is encouraging to see how far we have come in terms of designs and attire for the modern Pakistani woman.

Additionally, fashion is now also being seen as another form of art; a medium which can be used for expression on every issue pertaining to current times, whether social or political. Though we still have a long way to go, one can safely say that the seeds have been sown for further improvement in the industry and it is only a matter of time when our fashion sector, which is already globally recognized, is eventually comes at par with international designs.

Maryam Anees  
Karachi



## Need for innovation

I totally agree with Ahsen Idris on the current condition of the advertising industry in Pakistan. I work in an advertising agency and I know full well the extent to which we in the creative department have to bend to clients' will. The whole point of an advertising agency is to develop a concept for a particular product or service on behalf of a particular company so that the significance of the product is effectively conveyed via proper positioning in the minds of consumers. This becomes impossible to do if clients continue to interfere with the way advertising agencies work and end up micromanaging every aspect of the process.

If advertising is going to improve and go to the next level, clients need to be a bit more flexible when dealing with advertising agencies. I think what is lacking is a certain element of trust between the client and the advertising agency with the client insisting on spoon-feeding the agency about everything, from concept to the execution. If we are to move ahead in the advertising sector, we must implement these measures.

Idrees Ahmed  
Lahore



## The written word

The advent of so many diverse forms of media has resulted in many businesses being hard put for choice regarding the best medium through which they can promote their products or services. With so many people now well-versed in the use of the Internet and almost every household owning a TV, manufacturers can easily get the word out about their particular product or service and ensure maximum impact with regard to their target market.

As someone who works in the publishing/advertis-



ing business, I can totally relate to the conditions outlined by the author of 'The Future of Print Advertising'. One cannot ignore the significance of print media though; when formulating a marketing strategy, the marketer of every company always includes print media as one of the platforms through which they plan to promote their product or service. Moreover, for many small businesses who wish to target a particular age group or demographic segment, print media offers a wide range of opportunities, not to mention extensive reach across various target groups.

Still, it would help if print media made certain improvements to facilitate advertisers and boost its growth in the industry. Emphasis should be laid on impact delivered via a certain print ad, not the number of ads or copies of magazines or newspapers sent out to people.

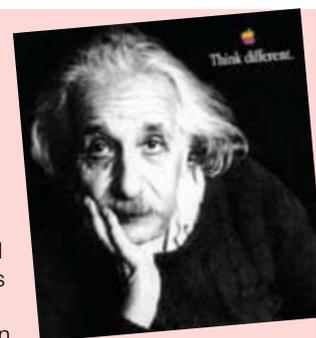
Jafar Abbas,  
Islamabad

## Standing apart

Ever since I can remember, I've always been a fan of Apple ads. Their Think Different campaigns, in my view, were cutting edge and were innovative for the market. They spoke to a niche market; the group of people who considered themselves as thinkers, innovators and 'opinion leaders'.

The reason why the campaign failed is fairly obvious; not everybody is inclined towards innovation; many just want a phone that captures their life's best moments. Many of today's ads released by Apple follow this theme. The emphasis is laid on the experience gained from the product; the feeling you get when you use an iPhone 5S or iPhone 6 and the value it adds to your most memorable moments. The author of the article, 'Apple's New Ads Vs. Old' has presented a certain aspect of the old vs. new argument; in the end, how much better or worse Apple's ads of today are as compared to the ones they first started out with boils down to one's own viewpoint or opinion.

Sana Karim  
Karachi



## For a cause

I was very happy to see a feature done on talented fashion designer Ayesha Mustafa, the founder of Fashion ComPassion, a social enterprise that churns out trendy designs while employing the services of women living in war-torn regions. I have been following Ms. Mustafa's progress for a while now; I am greatly involved in social causes and do my utmost to do my bit by empowering members of underprivileged sections of society. I believe she is doing an amazing job by doing the same with women living in war-torn regions of Pakistan who would, otherwise, have no means of making a better life for themselves. It is an even a greater pleasure to know that she is one of 7 extremely talented Pakistani women to make it to the BBC's 100 Women of 2014 list. It is a matter of great honour to receive global recognition for this. One can only hope to see more and more of such people take Pakistan to new glories and help this country get the recognition it deserves.

Marvi Khan  
Abu Dhabi



# CELEBRITY POWER!

Slogan takes a look at the rising trend of sports icons appearing in advertisements.

By Mahrukh Farooq

It starts out innocently enough; famed talk show host Waseem Badami is seen looking into the camera amidst a typical 'reporter-on-scene' setting, hence, giving the viewer the impression that a very important news story is about to break. It is only when he begins to speak that he gives himself away; 'Aaj hum jaanein gey, Ariel ke daaway ki sachayee', (Today, we shall learn the truth behind Ariel's promise). A sudden realization dawns on the viewer - this isn't a breaking news story but a commercial! The viewer watches in total shock as the supposed 'news report' goes on to show a one-on-one interview with a foreign 'scientist' who treats everyone in attendance to a

# Image Selling

A well-known face on television, Zubeida Tariq endorses all kinds of products, from whitening cream to toothpaste. Here she talks to Slogan.

**Do you think this trend of non-showbiz celebrities appearing in advertisements is a good thing?**

I believe that, in Pakistan, if a woman is able to gain respect while earning a livelihood and is getting the opportunity to work with good-natured people, then that in itself is enough to make any profession good or beneficial. Thankfully, I've been fortunate enough to work with people who genuinely respect me, who are like my family and who make an effort to make my profession all the more worthwhile.

**In your opinion, what is the future of product endorsements?**

The trend is going up, up and up! And why shouldn't it? Both parties are gaining multiple advantages as a result of such a union. Advertisers are able to increase the popularity of their product or service whereas celebrities are able to gain an increased amount of fame along with payments of up to Rs. 3 to 4 crores.

**What role do advertisements play in shaping the image of the celebrity in question?**

Advertisements play an incredibly positive role when it comes to influencing a celebrity's image in the media. Popular celebrities found to be endorsing a particular product that relates to their personality and image ultimately saw a rise in their overall popularity as well as increased sales of the product or service being advertised. Similarly, there are examples of many celebrities actually suffering a blow to their image as a result of appearing in certain advertisements that didn't match with their persona. So yes, it indeed does play a very important role. 



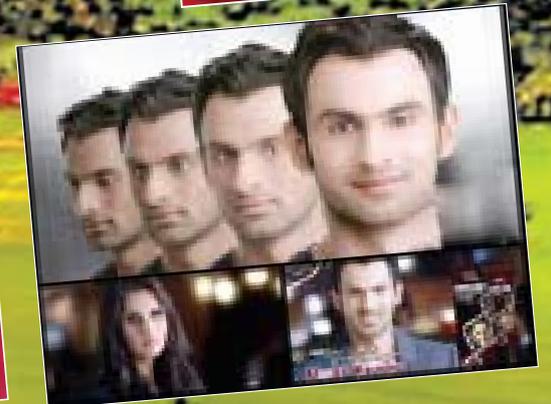
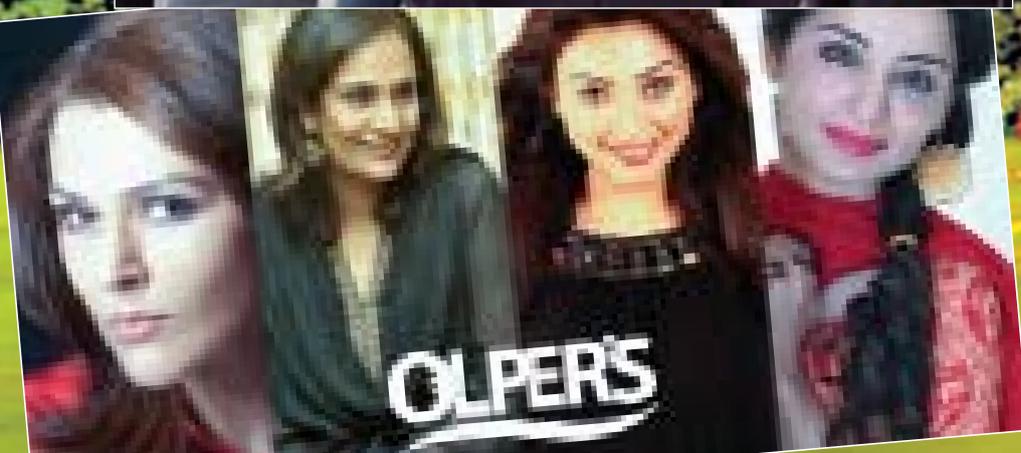
successful demonstration of the product, concluding with a smiling Waseem Badami fully endorsing the brand and its promise of cleaning the roughest stains.

This new trend of using well-known personalities as endorsers of products and services seems to be on the rise and shows no signs of stopping. It would be all right if the 'endorsing' part was played by showbiz people but when non-showbiz personalities like TV anchors cricketers

and commentators jump into the fray is when the eyebrows begin to be raised. It seems the marketing people have caught on to the trend and are exploiting it to the hilt and to use all kinds of 'celebrities' to promote practically anything under the sun.

It can range from Waseem Akram telling you how Volta batteries will solve your energy problems to Humayun Saeed gushing about how Bank Al-Habib's Monthly Saver

Account saved his marriage. Any product or service for which you need an assurance, there's a celebrity out there ready to give it to you. The practice, though seemingly new, is not entirely unheard of in the world of advertising. According to Shimp Andrews in his book, 'Advertising, Promotion and Other Aspects of Integrated Marketing Communications,' 'Advertisers and their agencies are willing to pay huge salaries to celebrities who are liked and



respected by target audiences and who will, it is hoped, favorably influence consumers' attitudes and behaviour toward the endorsed brands."

For the most part, it has worked. Many people have been able to relate to AccuChek ads featuring Waseem Akram, who is known to have diabetes and is yet one of the strongest sportsmen in Pakistan. Similarly, renowned Pakistani culinary expert, Chef Zakir's endorsement of Knorr Chicken Cubes adds significance to the brand in the minds of consumers who follow Zakir's cooking shows.

But how much is too much? Is there a

line between relevant celebrity endorsement and ad hoc use of TV personalities to help sell products? And if there isn't, should there be?

"This trend is global; advertisers all over the world are using celebrities to help add value to their brands and create a favourable impression of the product in the minds of consumers," explains Nasir Iqbal, a PR practitioner in the UAE. "The only way this can be controlled, per se, is by devising a certain mechanism that allows for proper monitoring of advertising concepts involving celebrity endorsements - something that involves all stakeholders and which

aims to raise the quality standards of the advertising industry."

Nasir Iqbal has over 20 years of experience in Public Relations, Corporate Communications, Event Management and Journalism and has served many clients by helping to develop their brand narrative, positioning and visibility in the market. Nasir believes that a major motivating factor for celebrities, besides money, is the need to expand and diversify their services into various sectors. "Celebrities are quite ambitious and many of them have plans to secure their future by entering into diverse sectors of the market - from telecommuni-



## Beyond Cricket

Looks like instead of focusing more on what they do best, a lot of well-known non-showbiz people, now also termed as 'celebrities,' take up endorsing commercial products. This brings in more fame and more wealth and they do less and less well in what they had originally set out to do.

Shahid Afridi is one person who is best recognized for endorsing commercial products. It is true that his cricket is now waning and when he hits a six these days - or tries to - the ball lands in the hands of the long-on or mid-on fielder more frequently than it used to.

No wonder then that he has announced his retirement from ODIs at the end of the 2015 World Cup. He is also a retired - or 'tired' - Test cricketer and will retire from T20s after the 2016 World Cup.

But the one thing he doesn't tire from is appearing in TV commercials and endorsing products and services. He has been perhaps more exposed than any other single person in Head & Shoulders and Pepsi ads. But that's not enough. You also see him in HBL, Haier, Warid and QMobile ads. Looks like once Mr. Afridi completely retires from cricket - he will fully concentrate on his advertising career - because he is still young and handsome and there are tons of products and ad budgets waiting for him out there.

Not to be left far behind and lured by the easy money, other cricketers have followed suit. In addition to Shahid Afridi, Mohammed Irfan, Wahab Riaz and Fawad Alam appear in the Haier commercial, even though the PCB has pulled them up for not taking an NOC before appearing in the ad.

Similarly, Shahid Afridi again, yes again, as well as Younus Khan, Ahmed Shahzad, Abdul Rehman and Umar Gul have also been appearing in HBL commercials.

Qmobile may be known more for grabbing Indian celebs like Kareena Kapoor, etc. but, of late, it has turned its attentions to Pakistani cricketers as well and those batsmen and bowlers who feature prominently in the brand's ads include Shahid Afridi, Umar Gul, Umar Akmal, Ahmed Shahzad and Saeed Ajmal.

Ahmed Shahzad, Sana Mir (Pakistan's Women Cricket captain), Shahid Afridi and Umar Gul appear in a Pepsi TVC as well.

Most of these names are spent forces on the field and perhaps ad endorsements are still one area where certain products benefit from their dying celebrity appeal. However, a cricketer like Ahmed Shehzad has everything going for him, both on the field and off it. His bat does the talking when he is batting and he also comes across as a colourful personality in TV commercials. Just watch him in the small frame in the left hand corner of the Pepsi commercial, which features Shahid Afridi more prominently. Shahzad has also appeared in a Qmobile commercial.

Wasim Akram may have retired from cricket some time back but advertising is one area that he still patronizes. It all started with Abbott's AccuCheck - a product that enables diabetic patients to keep tabs on their blood sugar. Abbott Laboratories took full advantage of the fact that while Wasim Akram was a diabetic, he used AccuCheck to watch his blood sugar levels and was thus still able to play cricket. He endorsed the advertising of AccuCheck and it was a win-win situation all around.

Wasim was encouraged by the fact that advertising offered attractive remunerations. The advertisers, for their part, were impressed that Wasim Akram still commanded immense celebrity appeal. So he got other ad assignments as well, such as Ufone, Dany Computer Tablets and Voltas Batteries. Another cricket retiree - well, almost - is Shoaib Malik. For all you know, both he and wife Sania Mirza may have something great going for them off the field.

And it's not just cricketers. Cricket commentator Ramiz Raja has gotten into the act too. Perhaps this is a testimony to the fact that a cricket commentator is a celebrity in his own right, hence Raja's endorsement of such brands as Warid and Tapal. And not far behind is hair stylist Nabila who works her celebrity magic for Pantene - instead of letting some model do it. 

- Javed Ansari

## Fun Facts

- Pepsi is reported to use 90% sports celebrities in its ads.
- Telenor experienced a whopping 500% increment of sales as a result of celebrity endorsement
- According to a survey conducted by the Bahria Institute of Management & Computer Sciences, Islamabad, clothing and food products are the two categories that predominantly influence customer preferences via celebrity endorsements.
- The study also showed that a majority of people believed celebrities did not use the products they advertised. ❌

cations to cosmetics and medical equipment.”

“As a result, many agencies make use of lobbying practices in order to get the celebrity who has the highest potential when it comes to advertising a particular product,” he says.

Celebrity endorsement does have its fair share of pros and cons. Their appearance in advertisements greatly depends on the perception consumers have of the product as well as the person being used. Many consumers prefer to draw a connection, a link if you will, between the celebrity and the product being advertised. This enables them to

then effectively relate to the product and ultimately create a favourable impression of it use and existence. According to Larry Z. Leslie in his book, ‘Celebrity in the 21st Century,’ “Ultimately, the mode of endorsement may not mean as much as the credibility of the endorser. A highly credible (and likeable) celebrity could probably endorse (any) product... with positive results.” He goes on to say, “In any case, endorsement of a product the celebrity has no direct connection to may be troublesome in terms of generating product sales, but probably has little effect on the celebrity’s status.” ❌





## Priyanka Chopra to endorse LINQ phones

Many celebrities and sports icons are already Qmobile endorsers, like Aditya Roy, Kareena Kapoor, Sonam Kapoor, Atif Aslam and Shahid Afridi. The brand has now signed Priyanka Chopra for its LINQ smartphones.

LINQ is a new Android smartphone which offers more RAM and storage capacity, a better operating system and support for 3G.

## Ivory offers designer scarves

After a decade of buying from a trove of trusted sources, the Ivory Emporium brings its first collection to Pakistan - a hand-selected collection of collector quality, high end designer scarves. This is a celebration of the scarf not merely as a fashion statement but as a work of art.

The debut collection called "Luxe en Soie" includes iconic pieces from the design houses of Hermès, Chanel, Salvatore Ferragamo, Emilio Pucci, Etro, Celine, Givenchy, Versace, Chopard, Cartier, Yves Saint Laurent, Christian Dior, Bvlgari, Fendi, Roberto Cavalli, Trussardi, Liberty of London, and Gucci. 



## Sapphire flagship store

Sapphire recently launched a ready to wear retail flagship store at Dolmen Mall in Karachi. Among those who attended the opening were Amna Babar, Hina Tareen, Fia, Sana Ansari and Fauzia Aman.

The store features refined products of various brands from acclaimed designers. The concept is the brainchild of Sapphire's creative director Khadijah Shah. The store will be featuring many branded products besides ready to wear clothes at affordable prices.

Sapphire hosts a range of products which includes stitched day wear and unstitched printed fabric for women, scarves, a special formal range 'Naqaash', a menswear line 'Shikaara' and a range of precious and semi-precious stones jewellery called 'Nigeen'.

With a price range starting from PKR 2,200, Sapphire's debut winter fabric collection reflects an eclectic bohemian spirit through vivid designs and bold embroideries. For the new line, the team drew on their shared passion for art, block-print, vintage floral patterns and chinoiserie to compose prints and embroideries, employing new methods to recreate old world craftsmanship on luxuriant woollen and silk fabrics, custom made for the winter season. 

## Win a trip to the World Cup

Keeping in line with the building cricket fervor for World Cup 2015, Lays Pakistan has announced their latest campaign, 'What's Your Flavour?'

Lays fans are asked to vote for their favourite flavour in the Lays Wavy Range. The lucky winners will win a paid trip to witness the live action at ICC World Cup 2015 being held in Australia and New Zealand.

The campaign is being promoted 360 degrees on various media. All Lays fans have to do is SMS their favorite Lays Wavy flavor to 9005. 



## More New Screens Opening

Cinemasgoers in Pakistan will have a lot more screens to look forward to in 2015. Many more cinema screens are expected to be opening in Lahore in the next six months. Grand Luxor Cinemas located in Luxor Grand Hotel on Egerton Road will add two screens and a 400 seat capacity cinema courtesy the Sozo World Group.

Imperial Cinemas, located at Paragon City near the Lahore airport is also in the pipeline with two new screens and a seating capacity of 420. This will be managed under the banner of Mandviwalla Entertainment. Cinestar will also be adding 2 screens, Gold Class (Recliner Seats) at Xinhua Mall Lahore, near M.M Alam Road.

Cinestar Township is the location of the first IMAX screen and will now add a third one at the same site with a capacity of 200 seats. 





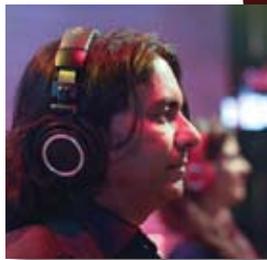
# Coke Studio 7 ends with a bang

CokeStudio7 aired on November 23 on all leading broadcast networks nationwide featuring 'Suth Gana' by Sajjad Ali, 'Pani Da Bulbula' by Abrar-ul-Haq, 'Za Sta Pashan Na Yam' by Naseer and Shahab and 'Huns Dhun' by Ustaad Rais Khan.

Very few artistes have the ability to juxtapose the traditional with the popular quite like Sajjad Ali does. The arrangement by the Coke Studio team was calibrated to allow Sajjad Ali's humour.

The coming together of Abrar-ul-Haq and 'Pani Da Bulbula' was a union of one of Pakistan's most well-known artistes with one of its most popular songs. The song has its roots in Punjabi folk music. That last version was sung by Abrar, and his return to Coke Studio with this song marks a composition of great joy and exuberance.

When Naseer and Shahab first released 'Za Sta Pashan Na Yam', the song took Pakistan by storm. The remarkably catchy chorus, which translates into "I am not like you", is a rejoinder to those obsessed with



material gains and advantages. The song's original had a stadium-rock feel and the Coke Studio version seeks to amplify that with the inclusion of legendary guitarist Faraz Anwar.

Ustaad Rais Khan is one of the subcontinent's most revered musicians. He hails from a family of classical musicians going back thirty generations. One of Ustaad Rais's most distinctive styles is the "Gayaki Ang" or vocal style of sitar playing which had been developed and perfected by his elders. He brings that style to 'Huns Dhun', which is said to have been based on Raag Hamsadhvani, a south Indian classical pentatonic raag. 

# And now TCS Hazir!



TCS has launched TCS Hazir, an advanced courier service that picks up your letters and parcels right at your doorstep – all within 60 minutes, from anywhere, anytime and on any day, which saves precious time and energy. The service is initially available in Karachi, Lahore, Islamabad and Rawalpindi.

TCS Hazir is the first of many new products that the company plans to introduce to further enhance its already superior customer experience. It represents the new TCS shared vision, based on 'Delivering Beyond Customer Expectations' and is expected to revolutionize Pakistan's logistics industry through more convenience and greater efficiency.

Says Naiyar Saifi, Director Marketing and Public Affairs, TCS:



"Launch of TCS Hazir will enable customers to save precious time and book their letters/parcels from the comfort of their homes. The Company realizes that time is important for its customers and attends to this need with a service that provides added convenience and time-saving. With the launch of this innovative product, the company aims to further enhance the already superior customer experience of using TCS – Pakistan's No. 1 Courier." 

# Pakistan slides down on freedom scale

Freedom House published its fifth annual report on Internet freedom around the world. As in years past, China was again near the bottom of the rankings, which included sixty-five countries. Only Syria and Iran got worse scores, while Iceland and Estonia fared the best and Pakistan was among top 10 nations with least net freedom.

Freedom House is an independent watchdog organization dedicated to the expansion of freedom around the world.

This annual comprehensive study covered developments in 65 countries between May 2013 and May 2014 and showed that internet freedoms around the world are on the de-

cline for a fourth consecutive year.

The report assessed 65 countries and showed that 36 were experiencing a negative trajectory over the past year. Pakistan slid two points from 67 in 2013 on the freedom score to 69 in 2014, ranking it 10th on the list of countries with least net freedom. India improved its score to 42 from 47 in 2013 in a largely repressive Asia. Japan was the most free state in Asia with a score of 22 followed by Philippines at 27. The biggest movers were Russia and Turkey whose score fell by six points to 60 and 55, respectively. Ukraine stood 33rd in 2014 going down five points from 28 in 2013.

The internet is a crucial medium through which people can express and share ideas and Freedom House is there to safeguard internet freedom. According to some recent global findings, 72% of all internet users are now active on social media. 

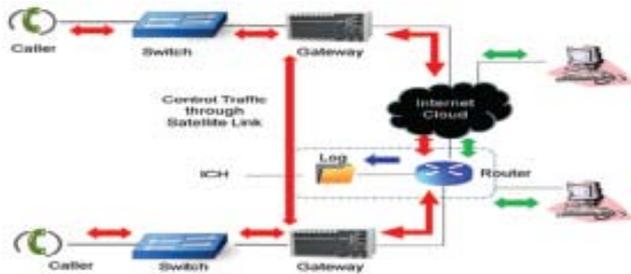


# Overload's Nimmi Nimmi

Overload's achievements, as a band, in the past decade resulted in their becoming known as one of the biggest acts to have come out of Pakistan in recent times: an internationally successful, critically acclaimed rock band, topping charts and performing at sold out venues in an era when the concept seemed almost extinct. The band's recent music videos are a gleaming example of their creatively ambitious work. Overload has managed to surpass expectations yet again with the release of their soulful balled 'Nimmi Nimmi' which is supported by a powerful video. 



# Curbing grey traffic



The Ministry of Information Technology and Telecommunications (MoIT) of the Government of Pakistan is in the process of developing an operating system to curb grey traffic and provide effective solutions for reducing revenue loss.

The Pakistan Telecommunication Authority (PTA) defines grey telephony as use of illegal gateway exchanges to bypass legal PTCL gateways and terminate/originate international traffic, including through VoIP gateways, GSM gateways, WLL phones, mobile SIMs or other related equipment.

Grey routes can be identified in terminating networks. Normally, heavy load in certain network areas or short voice calls or incomplete call information indicates grey traffic.

The operating system will consist of four major building blocks whose purpose will be to collect data, analyse it, report in a meaningful format and use the results to monitor the traffic.

The system will be installed at the Pakistan Internet Exchange (PIE). National ICT Research and Development Fund, a subsidiary of the ministry, is executing the project in collaboration with Comsats Insti-

tute of IT (CIIT), Islamabad, at a cost of Rs.13.51 million.

Officials say the project called the Automatic Monitoring and Detection System (AMDS) for grey traffic will be completed in two phases. In the first phase, training will be provided and then a real-time system will be installed at PIE. The process will begin at the CIIT campus, after which the project will proceed towards step two when the system will be installed.

After the installation, it will be tested in a real-time environment before being properly launched. ❏

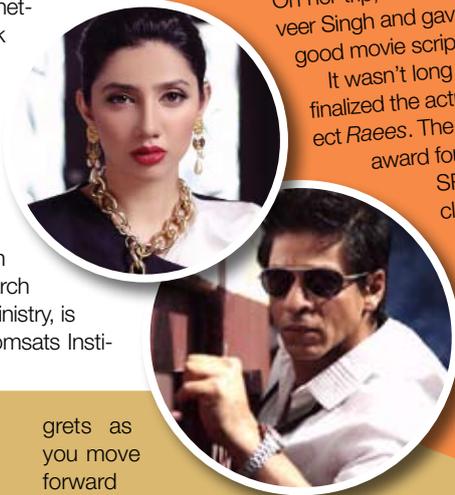
## Mahira and SRK to star in *Raees*

The 31-year-old actress recently visited India after her hit television serial *Hum-Safar* broke all records in India. Much like their neighbours, the Indian crowd couldn't resist falling in love with Mahira's elegance and beauty. On her trip, Mahira put a stop to all the rumours of her starring opposite Ranveer Singh and gave a clear No to Indian dramas but kept her options open for good movie scripts.

It wasn't long before leading producer Ritesh Sidhwani and Farhan Akhtar finalized the actress for her role as SRK's love interest in their upcoming project *Raees*. The movie will be directed by Rahul Dholakia, who won a national award for his film *Parzania*.

SRK will once again play the dashing cop. An inside source close to the project said that the makers were looking for an "international" face instead of a familiar name, which explains how Mahira bagged the coveted role.

She plays SRK's wife in the film. He's a gangster based in Gujarat while Nawazuddin Siddiqui is the cop who traps him in Mumbai. It's a complex role and both the film's director Rahul Dholakia and producers, Ritesh Sidhwani and Farhan Akhtar, believe Mahira is perfect for the part. ❏



## Signposts to success

"Be proud of what you have achieved, be thankful to those who helped you succeed and never forget to help others." This is what valedictorian Areeba Zaidi said

grets as you move forward to become the masters of your own destiny. Your future is in your hands so take control and make the most of it," she said. Shahjehan S. Karim, president and founder, IoBM, must have been a proud individual that day.

Eight students were awarded gold medals while another 12 received certificates of merit in various disciplines and subjects. Some 850 students received certificates of merit and degrees in various disciplines.

The theme of the Convocation revolved around the drive to learn, self-belief and failure as a 'signposts to success', with keynote speaker, Aliuddin Ansari and chief guest, Nisar Ahmed Khuhro felicitating students about the role of institutions such as IoBM in shaping the future of the country by creating lucrative business opportunities for aspiring professionals. Shahjehan S. Karim, in his address spoke about the various academic programs on offer at IoBM. ❏



in her speech given at the 17th Convocation of the Institute of Business Management.

"Your mother is your insurance policy and your father your ATM card, but from now on, no more excuses or take backs and no re-

## Better risk reporting

Business analytics software and services is an important area that covers modern banking today. The expertise has been inducted into the Pakistani banking system through Soneri Bank Limited, which has modernized its existing SAS Enterprise Risk Management and AML solutions so that it can apply advanced approaches to its operations.

The Bank already utilizes SAS Anti-Money Laundering and SAS Credit Risk Management. The new development will further help the Bank in meeting Basel III and advance reporting requirements, boosting ratings, lowering finance costs and combating money laundering. The innovation offers better risk reporting and manages timely cash leakage incidents, which gives Soneri the advantage of cutting-edge analytics and sophisticated data management and reporting systems. ❏

## Inbox holds golf event

Inbox Business Technologies held a golf tournament at the Karachi Golf Club on Dec 13 and 14.



CEO of Inbox Business Technologies, Ghias Khan hosted the event while Rear Admiral Syed Arifullah Hussaini, (COM-KAR), was the chief guest.

Ghias Khan says: "Such events assist in creating in-house camaraderie between executives at Inbox, which is a great asset in establishing a sense of teamwork."

The Tournament was fashioned on the



theme of 'Golf Over the Moon' - a take-off on the Apollo 14 mission in which Alan Shepard became the first man to play golf on the moon. ❏

## Dunya News to launch in UK

Dunya News, a leading news channels in Pakistan, is all set to broadcast in the U.K. This was announced by

Alliance Advertising and Marketing Ltd. Alliance is the exclusive Sales and Marketing Agency for Dunya News and will represent them internationally.

There are a lot of Pakistani immigrants who prefer watching Pakistani news channels in the U.K. ❏



## Jerseys from memory lane

To commemorate the 1992 ICC World Cup success, it is rumored that PCB (Pakistan Cricket Board) is going to bring back the jerseys worn by the winning team 22 years ago.

Even while Saeed Ajmal is out and Mohammad Hafeez's inclusion is still a question mark, the Pakistani cricket team is expected to

relive the success and bring back the Cup home for the second time, with the same green shirts, with blue, green, red and white stripes at the yoke that they wore under the captaincy of Imran Khan.

Pakistan's first World Cup 2015 match will be against arch rival India on 15th February at the Adelaide Oval. ❏



## Microsoft mobile opens doors to Innovation

In an event that promised to be the start of many such innovative developments in Pakistan, Microsoft, one of the world's biggest multinational corporations for computers software, consumer electronics and personal computers and devices, announced the official launch of the new Lumia 535 Dual



SIM phone, replete with the latest update of Microsoft's high tech operating system, Windows 8.1.

The event targeted a much younger audience, particularly those who are tech savvy and are abreast of the latest trends and de-

velopments in the field of technology. "Many people, especially the younger tech-involved audiences, aspire to own the latest flagship smartphone, but often don't have the means to get it," said Kamran Masood Niazi, Microsoft Devices Pakistan Communications Manager. "With access to the best services, including the latest Windows Phone 8.1 update, Lumia Denim, Lumia 535 Dual SIM helps people do more of what they want, for less."

The first ever smartphone branded by Microsoft offers the latest mobile phone technology, including five free integrated Microsoft experiences. In addition, the Lumia 535 Dual SIM phone features a wide angle, 5-megapixel rear and front-facing camera combined with a five-inch display and advanced cloud sharing to help make the sharing of data easier. In order to appeal to younger consumers, this full-featured phone is being offered at the reasonable price of Rs. 14,250, thus making for an incredibly exciting experience. ❏

## Meryem Uzerli on Ink cover

The star of the series 'Mera Sultan' Meryem Uzerli has for the very first time given an interview to a Pakistani magazine.

Ink magazine carries the interview of Hürrem Sultan aka Meryem Uzerli in their annual issue.

The cover features Meryem clad in a hot pink dress, with a completely different look than the one in Mera Sultan.

Says Ink editor Fariha Rasheed: "I am quite proud of and excited about this specific issue of Ink."

Meryem's excitement for the cover was also self-evident when she shared it with her millions of fans on facebook. ❏



## Abbas Hasan releases club anthem

Ever since the news that French pop star Abbas Hasan is collaborating with Shahrukh Khan's official DJ Khushi, came out, there has been much buzz and excitement. Abbas is one of the hottest Asian stars of the international desi music scene who has come together with Bollywood's most popular DJ.

The released single is a remix of Abbas' number 1 track Jaan Ke Vaaste. The video was officially released worldwide recently and will soon be seen on all leading ITV channels as well. 



## HuffPost in India

The Huffington Post Media Group and The Times of India Group have announced launch of the Indian edition of The Huffington Post, HuffPost India.

This will be their 13th edition since they began their international expansion three years ago. Huffington Post is the first real digital-first news success stories globally and the impact is seen across the world. They've coupled a best-in-class technology platform with a fresh way of approaching the world's issues. Huffington Post is a pioneer in doing a great mix of contemporary news coverage alongside great lifestyle, health and positive uplifting content.



## Asia-Pacific biggest ad market in 2014

The Asia-Pacific region will overtake North America as the largest advertising market "soon after 2014," according to a report

The economic slowdown accelerated the shift of ad dollars to digital media in China, India and Brazil, eMarketer Inc. and Starcom MediaVest Group said in a joint report.

Increased consumer spending in China and India helped Asia-Pacific fare better in the economic slowdown than the rest of the world. Companies worldwide have been boosting spending after cuts during the economic slowdown and designating more of their budgets to digital media and emerging markets.

"More and more the questions from clients are how to spend on digital and within digital," said Kate Sirkin, executive vice president and global research director at Starcom MediaVest. "It's not something that you can just stick a banner ad up and see what happens. You have to engage a consumer and give them an

experience online."

The report predicted that Asia-Pacific ad spending will reach \$173.2 billion in 2014.

Total global online ad spending will rise 12 percent to \$62 billion with online accounting for 17 percent of total media spending.

The report covers six major regions and 29 countries and includes information from media-

buying agencies such as WPP Plc's Group M and Publicis Group SA's ZenithOptimedia. 



Starcom MediaVest GROUP

## DreamWorks plans TV network in Asia

DreamWorks Animation has said it would introduce a television network in 19 Asian countries, including



South Korea, Taiwan and Hong Kong. The most coveted market, China, is not among them, however, in keeping with the difficulties other American entertainment companies — notably Disney — have had navigating the China government's controls on media.

HBO Asia, based in Singapore, will manage affiliate sales, marketing and technical services for the DreamWorks Channel, which could be introduced to audiences as soon as June of next year. The channel's programming will include DreamWorks Animation series like "How to Train Your Dragon" and "VeggieTales in the House," aimed at preschool children. 

## Cadillac hires Publicis

The Cadillac division of General Motors, Detroit, has hired Publicis Worldwide, part of the Publicis Groupe, as its global creative agency. Spending was estimated at as much as \$400 million, making the account the largest global new-business win for Publicis Worldwide in more than a decade. General Motors also works with other Publicis Groupe agencies like Leo Burnett and DigitasLBI. The change came only months after Lowe & Partners and its



United States agency, Lowe Campbell Ewald, took over the Cadillac account after the dissolution of an agency, called Rogue, dedicated to Cadillac that also involved Hill Holliday in addition to Lowe and Lowe Campbell Ewald; all three of those agencies are part of the Interpublic Group of Companies. Cadillac has changed creative agencies frequently in recent years, having also worked with Bartle Bogle Hegarty, Fallon and Modernista. 

# Periscope 2015

Three worldwide media agencies known for forecasting trends in advertising spending have revisited predictions for 2014 and 2015. GroupM, part of WPP, has changed its estimate for global ad spending growth in 2014, revising it downwards to a gain of 3.9 percent from 2013 compared with a gain of 4.5 percent made in a midyear forecast. In 2015, according to GroupM, there will be a “gently accelerating ad recovery” as a result of factors like falling oil prices and growing demand for digital advertising, with global ad spending rising 4.9 percent from 2014.

Magna Global, part of the Interpublic Group of Companies, forecast growth in worldwide ad spending in 2015, of 4.8 percent compared with 2014, down slightly from a midyear prediction for a gain of 4.9 percent. However, Magna Global, unlike GroupM, estimates that worldwide ad spending in 2015 will grow more slowly than it has in 2014; the Magna Global forecast for 2014 is for an increase of 5.5



percent from 2013.

ZenithOptimedia, part of the Publicis Groupe, cut its prediction for worldwide ad spending growth in 2015 to a gain of 4.9 percent from 2014; the previous forecast, in September, called for an increase of 5.3 percent. The change was attributed to factors that include “weak economic growth at the heart of the eurozone.”

## Top on Facebook

Since the advent of social media, it is not just pictures, posts and personal details with which we interact with each other. A lot of times, interactions and conversations relate to prevalent or trending topics of the day.

At the end of 2014, Facebook created a video which depicts the highs and lows of the year.

Facebook published the Top 10 list, ranking the most discussed topics according to certain

categories. The lists were compiled on the basis of total number of posts which talked about that specific topic and not because of the likes and comments.



The most talked about Global topics were:

1. World Cup (Football)
2. Ebola Virus Outbreak
3. Elections in Brazil
4. Robin Williams
5. Ice Bucket Challenge
6. Conflict in Gaza
7. Malaysia Airlines
8. Super Bowl
9. Michael Brown/Ferguson
10. Sochi Winter Olympics.



## The 100 most powerful

One of the most fearsome competitions in show business involves landing in the right spot on The Hollywood Reporter's annual ranking of the 100 most powerful women in entertainment. For certain executives, agents and producers, this has become a blood sport.

In 2014, three of the top five slots changed, following the departure of Anne Sweeney as co-chairwoman of Disney Media Networks, who was No. 1 for eight of the last 10 years. The new reigning queen is Bonnie Hammer, chairwoman of NBCUniversal Cable.



## Economist to Bloomberg

Bloomberg News has named Matthew Winkler as editor in chief emeritus and has replaced him with John Micklethwait, 52, the editor in chief of The Economist since 2006. Micklethwait will arguably step into an even broader role than Winkler, oversee-



Matthew Winkler



John Micklethwait

ing all of the company's journalism, from the news posted on its terminals to the articles in Bloomberg Businessweek.

Winkler, 59, built Bloomberg into one of the world's largest news organizations, with about 2,400 reporters and editors in more than 150 bureaus. But in recent years, Bloomberg has wrestled with how its sprawling news division fit into the overall company, which derives the overwhelming bulk of its revenue from its data terminals. People at Bloomberg said that the appointment of Micklethwait represented the company's continued effort to make its journalism more relevant to a broader readership — beyond the Wall Street firms that rely on the terminals for market-moving news.

John Micklethwait, the new editor in chief at Bloomberg, has been the top editor at The Economist since 2006. He has experience of navigating an ever-changing digital environment and trying to generate profits from it.

## IBM enters \$1.25bn deal with WPP

IBM has been given a 7-year, \$1.25bn contract by WPP, the world's biggest ad company in terms of revenue, to transform



their technological platform. This venture will enable the ad company to create innovative digital services, thanks to a high tech cloud infrastructure.

IBM will help create a platform that will enable WPP to expand and further integrate its operations while making incremental improvements to its existing services.

# People.com to collect customer data

Finding out what makes customers tick has always been a bit of a challenge. Focus groups and test marketing can make you go only so far; when it comes to customer preferences, the outreach of such marketing research methods is very limited.

World renowned celebrity magazine, People has come up with a unique method of gathering customer data by partnering with reputable consumer data company, Poshly. People.com will to gain access to information via a survey whereby users are required to answer a series of lifestyle/beauty-themed and demographic questions and win gift hampers.

Poshly will interpret this information and send the data to marketers. Apart from getting deep insights into what customers prefer in terms of lifestyle, the strategy will also promote



People.com as a brand. "This hits on a couple of key points for our digital growth strategy over the next year," said Joseph LaFalce, People's executive director of business development and digital entertainment. "Poshly is a deeply engaging, millennially focused product, and millennial audience development is one of the things that we're focusing on."

# Toyota gives back via philanthropic ad

For every photo uploaded on either Twitter or Instagram with the hashtag #BuckleUpForLife, Toyota will give away 10 car seats to Buckle Up For Life, a community service program that involves educating parents about car safety through partnerships with children's hospitals.



The initiative is part of a social media campaign involving a partnership between Toyota and Cincinnati Children's Hospital Medical Center and is being promoted via signs inside dealerships as well as social media posts. Toyota believes that the activity will gather the most attention towards the importance of car safety. "The easiest way for people to get involved is to post a photo to their own social media accounts with the hashtag and rally their friends and family to do the same," said Monica Womack Peterson, director of social media strategy and operations at Toyota.

# In UK, half ad spend will go to digital

According to a report developed by GroupM, international media buying company for market services company WPP, in the UK, total online ad spend is expected to grow by 12.7% to eventually break the £8bn mark. Now more money will be spent on internet advertising as compared to traditional media platforms such as television, radio, print, billboards, etc.

This rising trend can be attributed to a majority of Britons' obsession with gadgets and digital media. "The British are the most enthusiastic online shoppers in the world in terms of spend per head," explained Adam Smith, futures director at GroupM. "And there has always been a high level of credit and debit card use [online]. On top of that Britons have rapidly embraced smartphone and tablet use, all of which has fuelled where advertisers spend their money."

In digital ad spend, the fastest growing category is display advertising which is expected to rise by a whopping 20% to reach £2.7bn.



# Instagram closing gap

The Association of Magazine Media (MPA) has released its first report on social media that analyzes audiences of nearly 166 magazines across several social media platforms including Facebook, Twitter, Google+, Instagram and Pinterest.

According to the report, although Facebook comprises nearly half of the social media audiences of magazines taken in the survey, (a number which comes to 198 million followers), smaller platforms such as Twitter, Pinterest and Instagram are not that far behind; the report states that Twitter has an audience of 86 million followers, Google+ has 69 million, Instagram has 20 million while Pinterest has 19 million followers. The rate at which magazine audiences on each platform grew, however, indicated the rise in popularity of these smaller platforms. Total magazine followers on Facebook rose by 2.4% whereas Instagram and Twitter experienced an increase of 10.6% and 3.4%, respectively.



## Top Women in PR

The first-ever PR News 'Top Women in PR' will be honoured on January 28 in New York City. The awards luncheon at the Grand Hyatt will celebrate all honorees who have made bold advances in managing crises, developing brand messages, protecting and building brand reputations and creating content for digital platforms - for their own organizations or for clients.

PR News wants its 2014 Top Women in PR to show how they got on this prestigious list---what has inspired them along the way. The luncheon event will include a feature keynote address by JJ Ramberg, host of MSNBC's long-running series, "Your Business," author and business owner. She will discuss the challenges and opportunities facing women entrepreneurs in the marketplace. 



## Why the Ad Slowdown?

According to WPP's Kantar Media Unit, half of the top 10 advertisers decreased their overall advertising spend during the first three-quarters of 2014 with reductions from Procter & Gamble and AT&T ranging in double digits. P&G reduced its advertising budget by 16.1% while AT&T reduced theirs by 11.3%. Collective spending of all top 10 advertisers fell by 1.7% in just the first 9 months of 2014 as compared to 0.3% increase in total ad expenditure in the U.S during the same period.

According to the report developed by WPP's Kantar Media Unit, advertisers apart from the top 10 managed to hold their own. In fact, as per WPP's estimates, the top 100 advertisers helped boost spending above the U.S average. These advertisers, whose expenditure accounts for nearly 40% of total ad spend, rose 1.3% during the first 9 months of 2014.

## Now 'Thin-ternet'



A recent study has shown that marketers will now have to prepare themselves for the next stage of advertising - the 'thin-ternet'. Rather than having to navigate and sift through millions of bytes of data, users will now immediately access informa-

tion that is both relevant and completely personalized. They will no longer surf and search endlessly for results. This presents exciting new challenges as well as opportunities for marketers.

The study, conducted by Advertising Age describes the three eras of the Internet and how the era of the 'Thin-ternet' will completely revolutionize the advertising and e-commerce landscape. The first era is the age of the portals where information that was once printed was made into editor-driven layouts of content on digital paper. The second was the era of the search engine; Google and Ask.com changed the way we viewed the web. The third and current era is known as a hybrid; search-

ing for the things we want, a collaborative sharing of content which is along the lines of a certain theme or topic (or what is better known as 'social curation') and 'apps', where information of a certain category is pulled up for use.

According to the study, we are now at the edge of the fourth era of the Web - an amalgam of the previous three eras resulting in the creation of a much "thinner, ambient and pervasive web - a web that brings up the right information at the right time and projects it onto a thinner layer of technology around us." 

## Santa's inflight visit on Virgin Atlantic

Virgin Atlantic and Microsoft arranged a surprise visit from Santa Claus for passengers during a transatlantic flight to Boston from London.

At Heathrow airport, each of the 264 passengers was given a Microsoft Windows tablet before boarding the plane in London. While on board, passengers could log on to Microsoft's Norad Track Santa service, in the run-up to Christmas, and enjoy a live chat as Santa flew his sleigh over the Atlantic.

As the flight passed over Greenland, Santa appeared to radio the Virgin Atlantic pilots flying the aircraft, asking for permission to land on the plane -- he wanted to give his reindeers a rest, get

some refreshments and say hello to the kids on board.

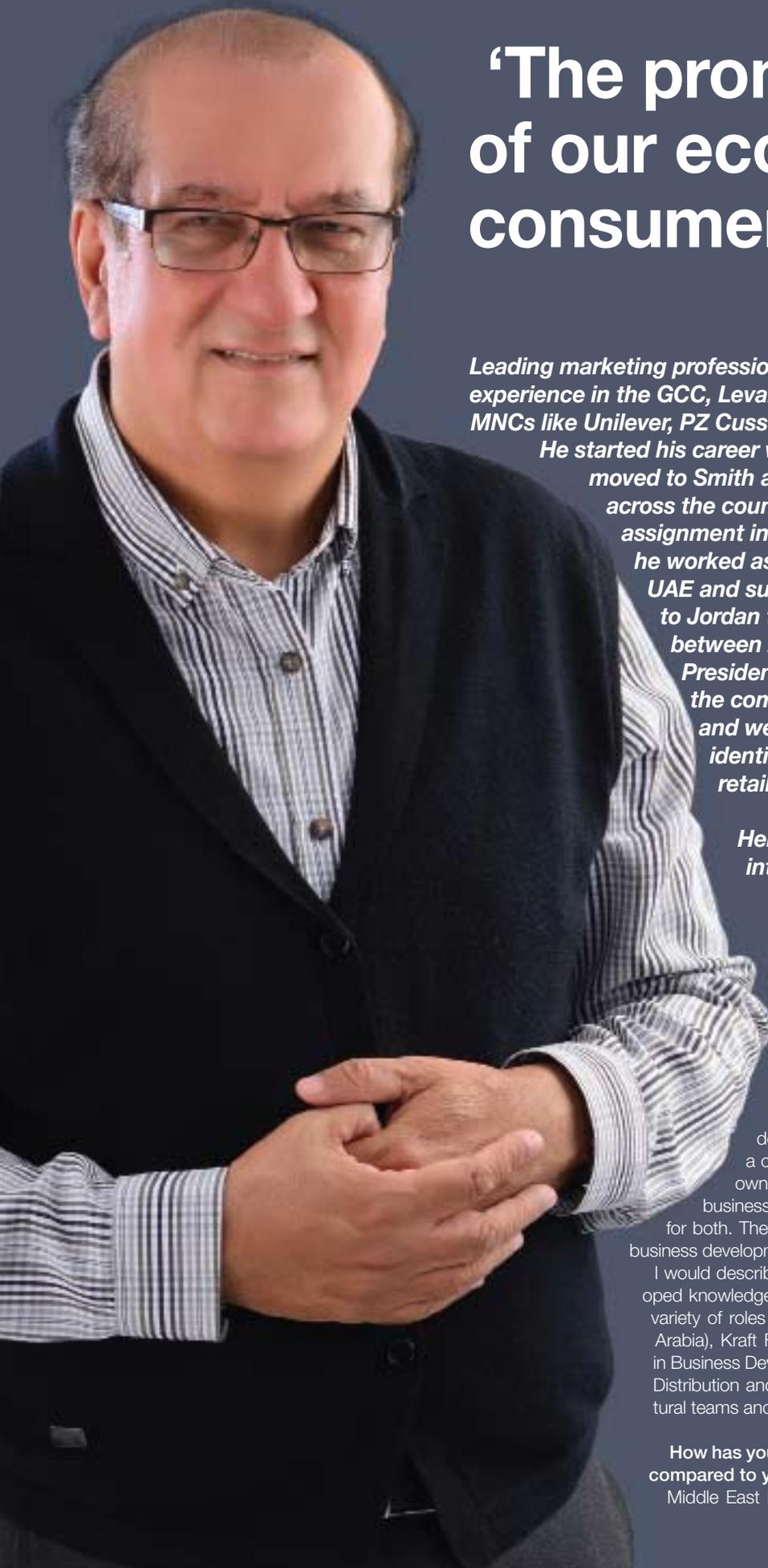
The pilot was in on the act, announcing to the passengers, "If my eyes aren't playing tricks, I think I can actually see a sleigh and a reindeer."

A simple projector was used on the ceiling of the plane to make it look like passengers could see, through glass panels, Santa's reindeer landing on the roof. Santa jumped out of the sleigh, wiped the snow from the roof and waved hello to the people inside.

Moments later, Santa appeared

in the plane cabin. He stopped to pose for selfies before announcing that the tablets could be kept as a gift, and then disappeared





# ‘The promising feature of our economy is consumer confidence.’

**- Khalid Salamat**

*Leading marketing professional Khalid Salamat has many years of experience in the GCC, Levant and Pakistan markets, gained with MNCs like Unilever, PZ Cussons, Kraft Foods and Colgate Palmolive.*

*He started his career with Lever Brothers in Pakistan and then moved to Smith and Nephew, managing the Nivea business across the country. Khalid undertook his first overseas assignment in the late 80s with Unilever Arabia, where he worked as Consumer Products Manager in the UAE and subsequently in Saudi Arabia. He was sent to Jordan to work as General Manager of Spinney’s between 2007 and 2010. In his present role as Vice President of HBG, he is responsible for developing the company’s consumer products and health and wellness businesses across the region and identifying acquisition/investment targets in retail, manufacture and distribution.*

**Here he speaks to Slogan in this exclusive interview:**

**What is your main area of expertise? How would you describe yourself?**

My core competency has always been marketing from a perspective of personal proclivity as well training and orientation. The work I have done encompasses a range of diverse FMCG projects over a span of 25-plus years in different markets such as the UAE, KSA, GCC and Levant, specifically Jordan. The journey began in Pakistan with Unilever. My present role with HBG Holdings involves connecting the dots, which is identifying a product/brand that satisfies a consumer need, then finding the best ‘fit’ for the brand owner by screening, identifying and selecting a suitable business partner and formulating a strategy that delivers results for both. The process does not stop here, but goes on to facilitate business development over a long term period.

I would describe myself as a quintessential marketer, who has developed knowledge in business strategy as well as operations through a variety of roles with blue chip companies like Unilever (Pakistan and Arabia), Kraft Foods, Colgate-Palmolive, PZ Cussons and Spinney’s in Business Development, Brand Building, Research & Analysis, Sales, Distribution and General Management. I enjoy working with multicultural teams and am passionate about the assignments I undertake.

**How has your experience been in the Middle East/GCC market compared to your experience in Pakistan?**

Middle East is very different than Pakistan from many standpoints

and even within the Middle East and GCC, there are inter-market dissimilarities.

Whilst it is far more competitive in the GCC than in Pakistan in every sense, the disposable incomes and spending power are high. Greater competition also means larger exposure to a variety of international products and services. The UAE in particular has a multicultural consumer base, which makes the task of making your offering appealing to a diverse group of consumers. The other side of the coin is that within the big pie exist ethnic market segments which can be targeted quite effectively if the marketer does his homework. In Pakistan, you are dealing with a homogeneous consumer base, with far lesser dissonance within it. Because of the huge consumption base, getting a critical mass is relatively easier in Pakistan. If a brand owner gets his act right only in Karachi, Lahore and Rawalpindi/Islamabad (collectively around 40 million people) success in the rest will follow in due course. Though reaching the target audience is challenging due to proliferation of media in recent years.

The trade dynamics are completely different too. Besides, in the Middle East the infrastructure to serve the consumer is more organised and stronger than in Pakistan. The retail scene in the Middle East is more vibrant with a splurge of malls and hypermarkets; discount and convenience stores are more recent phenomena. These concepts are still limited in Pakistan. Trade is certainly much less pampered in our country than it is in the Middle East, where meeting expectations has become increasingly difficult. You need huge funds upfront to get your product listed and displayed on the shelves of top and middle order stores.

Despite a huge gap in per capita incomes between Pakistan and the GCC, the promising feature of our economy is consumer confidence which scores high according to a Deloitte Neilson study, even with the baffling political situation and disturbing macro-economic data. A growing middle class, rapid urbanization and more women in the workforce have contributed to increase in disposable incomes. The young urban consumer driven by brand consciousness and high aspiration loves to spend on a variety of products and services.

### **How do you view the Middle Eastern markets in professional terms?**

There are both upsides and downsides of working in the Middle East. When I came first to the UAE, the climate was not the same as now. In the last decade, influx of multinational and international businesses in different areas of activity, combined with a significant increase in multi-ethnic consumers, has changed the dynamics. Additionally, greater opportunities have arisen with

access to a number of free trade zones in quite a few countries resulting in a large number of international business houses having a presence here who are trading in and around the region.

Local values deeply rooted in the culture play a pivotal role in determining success which at times is not understood by foreign companies. However, there has been a paradigm shift in the approach as you witness the leadership of a vast number of multinationals going into the hands of Arab nationals who have a definite edge over Westerners to deliver in this environment.

### **Do you focus more here in selling services – or products, particularly FMCGs?**

It could be either. When it comes to representing a supplier or a manufacturer, the focus is on selling his product portfolio, whereas, sometimes the business partner is a distributor who is looking to acquire a brand or an agency. In such a scenario, my responsibility shifts to selling his service to the supplier. To sum up, in either situation, I am selling my services in the realms of activity described earlier to clients and prospects needing assistance. To sum up, I facilitate transactions that create value for everyone.

### **Do you draw on your previous experience in Pakistan?**

My alma mater was Unilever Pakistan where I received my rudimentary training. When I started my career, it was the best institute in Pakistan to learn consumer product marketing. I was fortunate to have that opportunity and acquired knowledge that is even applicable today. My role as Market Analysis Manager in the research arm of Unilever (known as DRB) and later as Product Manager gave me the insight which has been quite useful in the other markets as well.

### **How do you handle success?**

Sometimes handling success is more difficult than handling failure. I have seen many a leader turn out to be a victim of success in the corporate world by becoming complacent and having a sense of entitlement. It is critical to keep your head down and not lose focus from what you are required to do next, after achieving what you were aiming for. It is equally important to get your teams to share the reward which will keep them motivated. By and large, I have been able to live by these principles in my professional life.

### **What are your views on the work/leisure equation?**

Leisure is not the opposite of activity, productivity, or work. Rather, leisure is the right balance between work and rest, and it can therefore be achieved in work as well as in rest.

Leisure is the opposite of idleness because it is the basis from which good work starts and grows. Its characteristics are “taking it easy” rather than “keeping busy,” “allowing things to happen,” or not “keeping things under control.” In this sense, I always try to strike a healthy balance between the two on a regular basis.

### **What have been the most difficult decisions in your professional career?**

I will give you two examples:

a) When I moved from Dubai to Saudi Arabia, I was warned by all and sundry I was making a mistake. However, I knew that though the move was challenging but it was going to be a rewarding experience. The exposure provided me good insights in many areas of work along with giving me an opportunity to understand the Arab culture a lot better, which was not possible in the UAE with a high proportion of expat population.

b) As the Country Manager of Cussons in Pakistan I discovered that the local franchisee was not adhering to the QC procedures laid down by the principal company. The result was a substandard soap in the market. The franchisee fought with me tooth and nail and did everything to stop me from reporting the matter. Besides, I knew that if we stopped local production even for a short while, it would have serious repercussion to the extent of Cussons abolishing the Country Manager's position as they would then shelve their plans to locally manufacture other products that I was made responsible for. Notwithstanding all pressures, I brought the issue to the notice of my superiors.

### **What strategies do you use to motivate the people around you?**

Building trust, recognising and rewarding results, career development and sharing company success are the key elements of motivating teams and individuals. Personally, I have benefitted greatly by building one-on-one rapport to understand people around me and thus motivate them. In Stephen Covey's terms, motivation is the fire from within. To light that fire you really need to get under people's skin. I cannot say I always accomplished this but have managed reasonably well by relating to group and individual needs.

### **If you could relive the last 10 years of your life, what would you do differently?**

Using my skills and experience, I would probably take a larger number of projects for Pakistan, help Pakistani organisations expand in the GCC and the Middle East and also assist foreign companies to trade in Pakistan, especially in the health and nutrition sector. This particular segment can be tapped now as well, but was surely much bigger ten years ago. 

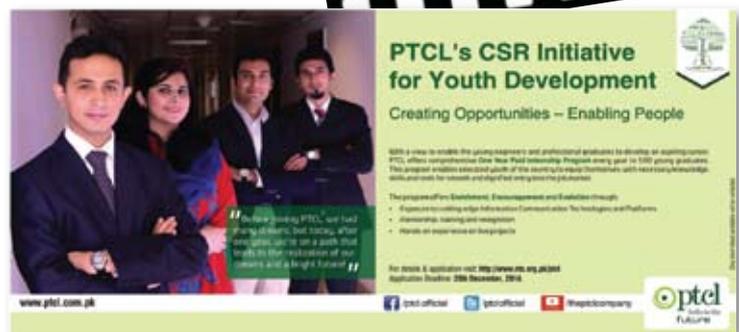
# Our Future-Our Children: PTCL's message of hope

Pakistan Telecommunication Company Limited (PTCL) recently paid tribute to Father of the Nation Quaid-e-Azam Muhammad Ali Jinnah and his vision of a strong and progressive Pakistan through a video song "Our Future - Our Children". Promoting nationwide solidarity, the song strengthens the bonds of fraternity and brotherhood and portrays a message of hope and patriotism among the people.

Children are the future of Pakistan and the song depicts children beaming with pride and reflecting the hope that they carry.

The Father of the Nation's message of trust, resilience and importance of education resonates in the video. Embodying this spirit, PTCL is connecting and binding the nation since 1947. To remove the barriers in education access, PTCL has launched 'Illuminating Learning Movement (ILM)' project that extends the learning process beyond the four walls of the classroom and provides learning opportunities through a flexible platform, which enables real-time and interactive experience for the students. PTCL aspires to provide every Pakistani access to knowledge, information and an innovative platform, which would empower people towards socio-economic progress.

PTCL believes that education is the one single factor that will drive Pakistan into the future. It resonates with the Quaid's dream for the youth of Pakistan embodied in these words: "You are the nation's leaders of tomorrow and you must fully equip yourself through discipline, education and training for the arduous task lying ahead of you."



## Wiring the Nation

Independent views of a Senior Journalist

The video of the PTCL song appropriately begins with shots of the Quaid-e-Azam and his aspiration for education to be the top priority for the youth.

Through creative portrayal of children as future doctors, engineers and leaders, the video song highlights children as our real assets. The catchy tune and musical composition also adds value to the message. The line, 'dil key taar' is

especially effective, since it works on two levels – connecting hearts - and wiring every Pakistani through PTCL.

PTCL's role in promoting education is not stated in as many words in the song but its contribution towards furthering education through present-day 'connectivity' devices is visible. A message of a bright future is radiated through the line "hello to the future", which also embodies both PTCL's vision for a better tomorrow and Pakistan's futuristic outlook. Overall, the elements of patriotism, strengthening unity and children's better future are infused together to radiate hope for the people.





# Enabling people to hope and dream

***Dr. Veronica Carey talks to Slogan about her latest rehabilitation centre for psychiatric patients***

Dr. Veronica Carey, PhD, CPRP, has over 20 years of experience in behavioural health program planning and management, psychiatric rehabilitation, continuing education training and policy development. She has also served as a full-time faculty member at Drexel University's Department of Psychiatry, Division of Behavioural Healthcare Education, for nearly 10 years. She has worked as a guest lecturer and workshop presenter where she has addressed evidence-based practices in recovery-oriented services, treatment planning, behavioural healthcare system practices, program planning and implementation of psychiatric rehabilitation services. Recently, Dr. Carey helped create The Recovery House, a psychiatric

rehabilitation centre in Karachi committed to promoting recovery from mental illness through a collaborative, client-centered behavioural program. She hopes to achieve more in terms of psychiatric rehabilitation and behavioural development in Pakistan in the times to come.

**Tell us about The Recovery House. What is the general nature of behavioural disorders treated?**

The Recovery House is a project of Caravan of Life Pakistan Trust, a not-for-profit organization. The mission of The Recovery House is to provide a secure and serene environment for people living with mental disorders and to enable them to manage their illness as independently as possible,

to work productively, to help others and to live as integrated, functional members of the community.

The Recovery House provides treatment facilities to any person diagnosed with a mental illness who may participate in the Day or Residential program. Patients coming to us for treatment include those diagnosed with schizophrenia, schizoaffective disorder, bipolar personality disorder, clinical depression, multiple personality disorder as well as a host of other mental illnesses.

The course of treatment at the Recovery House comprises a specialized rehabilitation program built on a 5-step approach:

- Psychiatric evaluation, treatment and monitoring



(Left to right): Dr. Barbara Granger, Dr. Veronica Carey and Shaheen S. Ahmed.

- Regular consultation and therapy with a qualified psychologist
- Programmed daily 6-hour activity, which includes yoga, art, group therapy and games
- Individualized case management by a case manager who helps in the achievement of short-term as well as long-term goals. Case management continues even after discharge
- Regular family consultation, training and education to prepare patients for care at home and in a family environment

The Recovery House works closely with families of the patients inducted in their programs and, in this regard, also conducts monthly meetings to help evaluate the results of the program. In addition, it also makes an effort to spread awareness of the nature of mental disorders through seminars across the country in the hope of educating the public in the best way to treat people afflicted with such diseases.

**In your opinion, how much of psychiatry, particularly behavioural psychiatry, still needs to be explored?**

In psychiatric rehabilitation, evidence-based practices are creating outcomes that become more generalized across an individual's life span. Evidence-based practices involve psychiatric rehabilitation that is based on models and strategies that have empirical illustration of success. Success pertains to assisting persons with mental health diagnoses to achieve out-

comes in environments of their choice.

Currently, the industry is framing interventions to meet the needs of individuals facing such problems all the way from childhood through adulthood. Yet, more often than not, we are met with numerous challenges in the forms of spending cuts and a total lack of awareness on the subject.

**What is the awareness level of psychiatric rehabilitation in Pakistan? Are psychiatrists here treating cases effectively?**

The awareness level of the general population with regard to psychiatric rehabilitation is very limited as this method of treatment is still very new. To effectively treat individuals suffering from mental illnesses, there are two key services in the behavioral health framework. One pertains to clinical and medically-oriented services which reduce the distress and discomfort of symptoms. The other pertains to rehabilitation which assists through skill development that supports individuals for longer tenures and helps them attain success and satisfaction in the community. As such, both key services are critical for the successful treatment of an individual. As of now, there are very few psychiatric centers that follow this particular procedure. In addition, the overall standards for psychiatric rehabilitation are inadequate, causing the emergence of treatment methods that are inefficient and that do not in any way treat the patient's mental disorder.

It is, therefore, imperative that the standards set for psychiatric rehabilitation in Pakistan are kept aligned with that of CPRP in order to ensure the effective treatment of patients. In addition, other factors such as a highly qualified and able workforce, appropriate referrals of patients, the increased use of evidence-based practices and peer support for the purpose of recovery are all significant and play an integral role in the speedy and efficient treatment of patients with mental health issues.

**What about psychiatric rehabilitation in the workplace?**

Psychiatric rehabilitation promotes recovery, full community integration and overall improved quality of life for people diagnosed with mental health disorders that threaten to severely impair their ability to lead meaningful lives. Naturally, this would include their ability to maintain a set standard of performance at the workplace. Psychiatric rehabilitation services are hence made to be collaborative, person-directed and completely individualized so that the patient is able to perform efficiently in his/her 'environment of choice'. These services contribute to a person's life (or overall rehabilitation goals). These include:

- Living: (I intend to live with my family members within the next 3 months)
- Learning: (I intend to enroll in a bachelor's program within the next year)
- Working: (I intend to have a job as a landscape architect within one year)
- Socializing: (I intend to demonstrate skills for maintaining a conversation in the workplace)

This structure is a fully integrated approach designed to enable people afflicted with mental disorders to gain the confidence and the skill to lead a satisfying life and is adaptive enough for employers and teaching instructors to integrate into their programs at schools or organizations.

**What would you like for people who are living with an individual diagnosed with a mental illness to know?**

For families of people currently suffering from a mental disorder, I would say that recovery is not a far-off dream; it is indeed possible. And it does not necessarily mean a complete cure, but rather the development of an ability to function with the diagnosis and be able to lead a normal, fully functional life. This means that no matter what mental disorder a person may be afflicted with, recovery through treatment programs at The Recovery House will enable such individuals to hope, dream and effectively pursue their goals and aspirations in life. ❏

**The Recovery House works closely with families of the patients inducted in their programs and also conducts monthly meetings to help evaluate the results of the program.**



# Why PR?

Every organisation, no matter how large or small, ultimately depends on its reputation for survival and success.

Customers, suppliers, employees, investors, journalists and regulators can have a powerful impact. They all have an opinion about the organizations they come into contact with - whether good or bad, right or wrong. These perceptions drive their decisions about whom they want to work with, shop with and support them.

In today's competitive market, reputation can be a company's biggest asset – the thing that makes you stand out from the crowd

and gives you a competitive edge. Effective PR can help manage reputation by communicating and building good relationships with all stakeholders.

Public Relations is all about reputation - the result of what you do, what you say and what others say about you. It is the discipline which looks after reputation with the aim of earning understanding and support and influencing opinion and behaviour. It is a planned and sustained effort which works to establish and maintain goodwill and mutual understanding between an organisation and its publics.

In respect of PR, an 'Organisation' can be a government body, a business, a profession, a public service or a body concerned with health, culture, education - indeed any corporate or voluntary body large or small.

'Publics' are audiences that are important to the organisation. They include customers - existing and potential; employees and management; investors; media; government; suppliers and opinion-formers.

The process of 'Understanding' is a two-way process. To be effective, an organisation needs to listen to the opinions of those with whom it deals and not solely provide infor-

## PR Dictionary

**Above the line:** Advertising that is 'talking at you', e.g. television, radio, posters.

**Below the line:** Advertising that is 'talking to you', e.g. direct mail, point of purchase, leaflets.

**Blog:** A website, usually maintained by an individual, with regular entries of commentary, descriptions of events, or other material such as graphics or video. Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images and links to other blogs, web pages, and other media related to its topic.

**Brand:** A product or service that has been refined and given a registered name to distinguish it from other products/services.

**Brief:** The outline of what needs to be done on a project.

**B2B:** (Business to Business) Public relations marketing communication dedicated to

providing information resources between businesses. Includes professional services, training, human resources and office supplies.

**B2C:** (Business to Consumer) As B2B, but between businesses and the consumer.

**Community Relations:** Corporate social outreach programmes designed to build relations and foster understanding of the role of the business to neighbours in the local community.

**Consultancy:** Externally hired public relations services, either an individual consultant or a public relations consultancy.

**Copy:** Written material for printing, the text of an advertisement, a press release or an article that is being written (before it has been published).

**Copywriting:** The production of text for publications, advertising, marketing materials, websites etc. Most agencies employ specialists skilled with a direct

and succinct writing style.

**Corporate identity:** The ways in which companies identify and brand themselves. This can be through logos, house style and uniforms.

**Corporate Communications:** Public relations integrated as part of the company's strategic objectives.

**Corporate Social Responsibility (CSR):** Borne from the belief that trade brings obligations, CSR makes companies responsible for their use of resources, both environmentally and socially. The role of public relations in CSR strategies is to communicate effectively to build corporate accountability and transparency.

**Crisis Management:** Having a plan in place that can be effectively actioned when something goes wrong for an organisation.

**Environmental Communications:** PR sector specializing in communication on sustainable use of resources, environmental impact of business and corporate social responsibility.

**E-PR/Online PR:** Communicating over the web and using new

technology to effectively communicate with stakeholders.

**Evaluation:** Measuring the impact of a public relations campaign. This process is typically linked with planning and research.

**Fast Moving Consumer Goods (FMCG):** Products that are sold quickly. Examples of FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, as well as other non-durables such as batteries, paper products and plastic. FMCG may also include pharmaceuticals, consumer electronics, packaged food products and drinks.

**Fees:** The charges consultants and consultancies make for the time of their staff working on client programmes, usually invoiced in regular monthly installments or quarterly advance.

**Financial PR:** Financial services sector communications demanding understanding of consumers, their buying patterns and how to influence them, the position of companies in markets and corporate processes such as Initial Public Offerings (IPO's), Mergers and Acquisitions (M&A's), demu-



“If I only had two dollars left I would spend one dollar on PR.”

– Bill Gates

mation. Issuing a barrage of propaganda is not enough in today's open society.

Why is PR important for an organization?

It is important to establish what a company's expectations of public relations are. PR isn't all glamour and long lunches – it involves a lot of hard work and long hours. Essentially, public relations can be incredibly varied and challenging, encompassing many different activities.

PR practitioners need to be aware of current trends and issues. Keeping up to date with the world around is vital when advising clients or brainstorming campaign ideas.

PR practitioners must be confident talking to a wide range of people – for example, presenting to clients, dealing with journalists and

meeting with groups of people important to the organisation or client. People in PR must have excellent writing skills since they are required to producing everything from press releases to articles and newsletters and even annual reports.

PR people must have good verbal and written communication skills, an ability to multitask and manage time effectively, demonstrated organisation and planning, an interest in all forms of media and flexibility.

PR roles can be incredibly varied so the workload must be very organized in order to meet strict deadlines. What stands a PR company in good stead is its ability to analyse management needs, provide counselling to the management, identify causes of

problems, analyse future trends and predict consequences.

The agency must conduct research into public opinion, attitudes and expectations and advise on necessary action. For this it needs to plan, organise and co-ordinate tasks, monitor and follow up and set goals and objectives.

At the same time, it must motivate and influence people, communicate effectively with individuals and groups in meetings and through presentations. The PR agency's ability to write and edit press releases and reports, work effectively with journalists and identify major social issues affecting organizations are qualities that make the difference between failure and success. 

tualization and hostile bids.

**Fundraising/Sponsorship:**

Financial support or support 'in kind' for an event or activity where both parties will benefit.

**Healthcare Communica-**

**tions:** PR sector specializing in public and private healthcare provision, including leisure health, effect of drugs and impacts of medical research.

**In-House Magazines/**

**Newsletter:** A tool to communicate with employees about news, issues and developments of interest to them about the organisation they work for.

**In-House:** Staff within a company or organisation responsible for public relations function.

**Internal Communications:**

Organizational use of communication to help achieve corporate objectives. Includes employee and shareholder communications.

**Marketing communica-**

**tions:** Messages and related media that are used to communicate with a particular market. Marketing communications focuses on product or service as opposed to corporate commu-

nication.

**Media/Presentation Train-**

**ing:** Training to help when dealing with the various media (including television and radio), with journalists and when making a pitch to prospective clients.

**Media Monitoring:**

Monitoring a company's coverage in the press, on TV and radio, and on the internet.

**Media Relations:** Dealing with and building up good working relationships with journalists from the broadcast and print media.

**News/press release:** Written information that is deemed to be newsworthy.

**Pitch:** A presentation of a recommended public relations programme, generally carefully researched and costed, which can take up to four weeks to prepare and for which some consultancies reserve the right to charge a fee if not subsequently appointed.

**Podcast:** A podcast is a series of digital computer files, usually either digital audio or video that is released periodically and made available for download. New files can be downloaded

automatically by the podcatcher and stored locally on the user's computer or other device for off-line use, making it simpler for the user to download content that is released episodically.

**Press Release** (also known as a News Release): Statement describing an event or item which is considered to be of sufficient interest to readers/viewers/listeners.

**Print Production:** The process of producing printed material such as brochures, posters and leaflets.

**Public Affairs/Lobbying:** Those aspects of public relations communication involving relations with governmental or statutory bodies or their semi-official organizations through sophisticated use of political intelligence and pressure.

**Public Relations:** The determined, planned and sustained effort to establish and maintain mutual understanding between an organisation and its publics. Also described as reputation management.

**Publics:** Audiences important to the organisation.

**Research:** Finding out background information about a company, product or person to assist with a public relations campaign.

**Social media:** Can take many different forms, including internet forums, message boards, weblogs, wikis, podcasts, pictures and video. Technologies include: blogs, picture-sharing, wall-postings, email, instant messaging and music-sharing. Examples of social media applications are Google Groups (reference, social networking), Wikipedia (reference), MySpace (social networking), Facebook (social networking), Twitter (social networking).

**Social Messaging:** A social messaging utility for staying connected in real-time, for example, Twitter.

**Spokesperson:** The PR person authorized to speak on behalf of an organisation/individual.

**Stakeholders:** Can also be referred to as publics; audiences important to the organisation.

**Target market:** The audience(s) the organisation has chosen to whom to communicate its key messages. 

# Social Diary

I define beauty as  
**'Confidence'**  
#Makeup artist #Interview

**MATHAM**

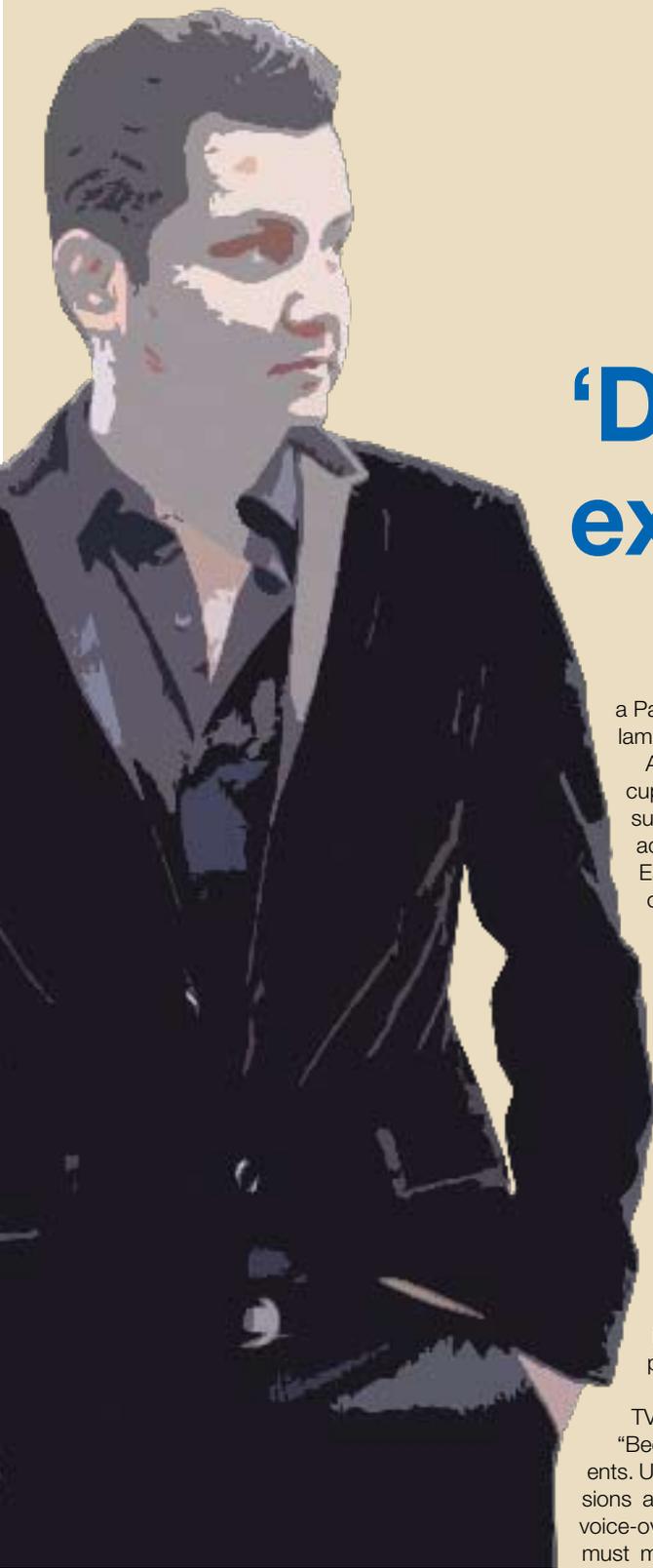
The  
ridiculous  
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Benefits of  
vegetable  
juices in winter

5 tips to take care  
for expensive  
oil paintings

It is the *mag* of  
**modern era**

Pakistan  
**OBSERVER**



# ‘Do not be afraid to experiment.’

– Wajahat Ali Khan

a Pakistani voiceover artist based in Islamabad.

A telecom professional by occupation, Khan has to his credit the success of setting up several value-added services in Pakistan, Middle East and Africa. But that is not his only forte – Khan has also dabbled with media and content. In fact, he has been responsible for effective media and content planning and communication strategies for major public and private sector organizations. With such a well-rounded background under his belt, Khan says he found his true passion in voiceover performances and refuses to be beaten by the precariousness of a performance profession.

He says he trained with several voiceover performers and coaches, thus carving a niche for himself in an industry that can often be unpredictable.

Why voice acting though, why not TV acting?

“Because I loved the challenge it presents. Unlike actors who have facial expressions and gestures at their disposal, we voice-over artists have only our voices. We must make people feel and see through the power of our voices. That is what differentiates us from actors and that is also what makes voice acting so interesting,” he explains.

Khan points out that it is not easy to become a voiceover artiste. There are several things to consider: for instance, you must understand where you will fit in the market. If you have a voice for retail, he adds, market yourself that way. “Find your market and then develop the vocal credibility, unique range and flexibility. Record and listen to yourself,” he says. “Things you ought to keep in mind if you are trying to become a voice actor are: is your voice unique, are you clear and well enunciated, do you sound compelling or do

you sound contrived, do you sound credible and honest, can you engage an audience that can’t see you and will ‘cut through’ the noise, so that you can grab the attention of the listener.” Some of these questions will be harder to answer than others but you’ll need to tick off all these boxes before proceeding, says Wajahat Khan.

Khan, as mentioned earlier, has also trained for voice acting and he suggests it is really important. “It’s important to probably take some singing and acting lessons. Even if you can’t sing well, it teaches you to control your voice and work within your limitations. If you need to take singing lessons, look for someone recommended and local... otherwise you’ll use travel as an excuse not to attend. Every voice-over is a character even if it’s a ‘natural’ read. So, take some acting classes and learn the fundamentals,” is the advice he gives to those interested in taking up voice acting.

Khan also says that as the need for audio content marketing evolves, there is a need for professional voice-over work for webinars, videos, slide presentations and more. Marketing agencies may want to consider adding a professional studio setup to their marketing mix. At the very least, agencies will want to have audio professionals on deck to help their clients grow this area of content marketing strategy.

His advice to all those looking to get into voice acting is simple: practice your performance skills. Have a good grasp of the language you’re reading so you can be aware of your mistakes. You have to accustom yourself to working with different sound engineers all the time -- some will want you to read straight through while others will want you to stop every time you make a mistake. A lot of it is about building a rapport with the people you work with. And finally, do not be afraid to experiment with different styles. Find out what works for you and then stick with it! 

Voiceovers enjoy a ubiquitous presence in the broadcast and entertainment industry. Invisible actors populate the voice tracks of cartoons, documentaries shot in remote, breath-taking areas, TV and radio commercials, podcasts and instructional videos, and countless animated feature films in theatres.

Talk to any voiceover artist and he/she will tell you that voice acting is not as easy as it appears. The goal is to convince the audience by the sheer power of your voice and without any visual aids.

Voice acting requires a considerable degree of skill and finesse and it’s certainly not for the faint of heart, says Wajahat Ali Khan,

– S.W

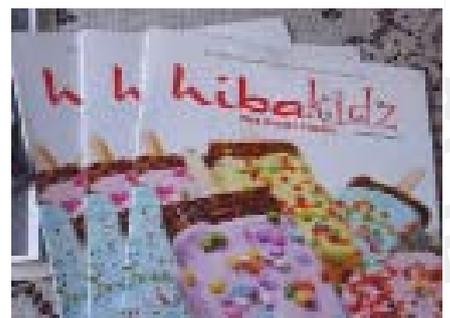
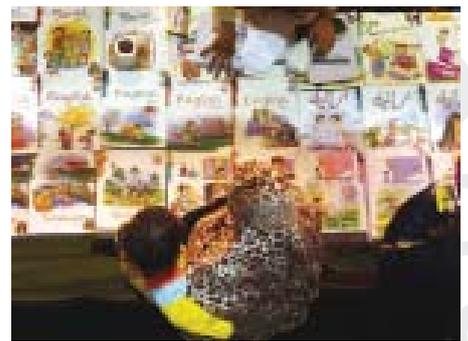
# Hooked to books

The 10th Karachi International Book Fair was another successful edition as people from all over attended it in large numbers. The five-day event, which has become a regular feature of Karachi's social calendar, was organised by the Pakistan Booksellers and Publishers Association. Like previous years, many prominent people were spotted at the fair. Several political personalities including PPP leader Syed Khurshheed Shah, MQM leaders Haider Abbas Rizvi and Faisal Sabzwari and Jamaat-i-Islami Karachi Chief Hafiz Naeemur Rehman were spotted. Khurshheed Shah appreciated publishers for "joining a movement for reviving the book culture in the country through special discounts and other incentives."

The book fair, touted to be the largest of its nature in Pakistan, featured 100 national and 18 international exhibitors, representing countries such as Iran, Singapore, India, the U.S., Britain and the UAE. An important exhibitor at the event was the National Book



various publishers. According to Owais Mirza Jamil, the convener of the KIBF, publishers and booksellers made sure that readers got books at a discounted price at the fair. Some of them brought down the rates to between 70 and 80 percent - less than the actual prices, while a 25 percent concessional price was available on all books.



Trust of India, well-known for publishing books on subjects that other publishers refused to print. The NBT was participating in the book fair after a gap of three years.

The KIBF was first held in 2005 and has grown in size every year. One of its prominent features is the discounts offered by

The stalls that offered children's and religious books got most visitors. With books available at as low as Rs.30, there was a rush at such stalls to buy as many books as one could. The stalls of prominent publishers such as Liberty, OUP and Paramount, also received a large number of visitors. In

addition to books and magazines, CDs and DVDs were also on sale. Some stalls offered educational aid material for children, such as maps, wooden letters and colorful charts, while others had teachers guiding parents on what books to buy for their children. Recreational activities such as encyclopedia quiz and various competitions were also a part of the book fair. According to estimates, around 45,000 people visited the fair during the five days. ❏



# P&G's Futuristic Approach

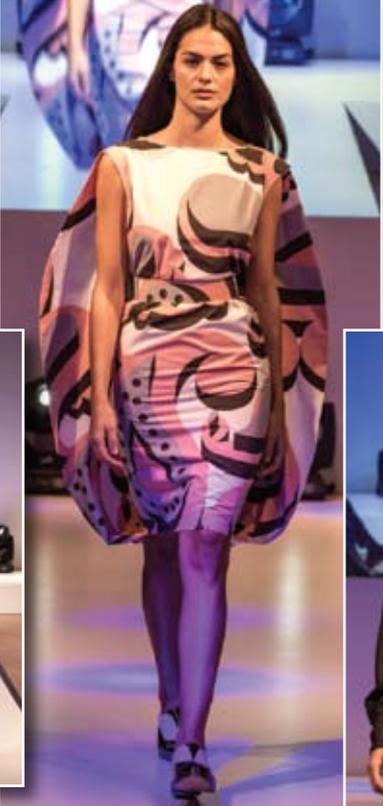
Procter & Gamble held the Future Fabrics 2014 exhibition in Berlin for its fabric care brands Ariel, Lenor and Downy. Leading names from the fashion and textile categories, as well as cognitive science experts attended the high-profile event where the focus was the changing face of fashion and fabric care. The speakers included Vice President of P&G Fabric Care-Europe Robert van Pappelendam, P&G's Research & Development Director for Europe, India, Middle East and Africa John Turner, Associate Fashion Director of Première Vision Sabine Le Chatelier and cognitive psychologist Dr. Lawrence Rosenblum among others.

The event brought to light the innovations taking place in the fashion and fabric care industries to meet multi-sensorial fashion trends and solve the challenge of maintaining the beauty and longevity of clothes. The speakers explored various aspects of multi-sensorial fashion and how it affects

the fashion choices people make. Dr. Lawrence Rosenblum, an academic from the University of California, explained how the senses always influence one another, impacting the preferences and moods of the people much more than they realize. At the event, the P&G Fiber Scientists announced the introduction of new advances in the fiber science approach to prolong and improve the fabric properties that influence people's perception of their clothes.

Another highlight of the event was the unveiling of exclusive, machine-washable collections by P&G's Global Fashion Consultant Giles Deacon, which included the Dress for Yes collection for Lenor and designs for Ariel and Downy. Deacon claimed that he was inspired by what Ariel can do

to ensure that clothes remain beautiful long after they were designed. "Aware that Ariel has the capability to preserve and protect these fashions I set about creating designs that bring the best of each brand to life," Deacon said. 



## Without Much Ado

The Lux Style Awards held a reception in Karachi for the winners of the 13th edition of the awards. The nominees who took the silver statuette home included Fawad Khan (Best TV Actor Satellite), Sanam Saeed (Best TV Actress Satellite), Amna Sheikh (Best Film Actress), Khurram Pataras (Best Film Actor), Zinda Bhag (Best Film), Cybil Chowdhry (Female Model of the Year), Abbas Jafri (Male Model of the Year), Amna Babar (Best Emerging Model), Saniya Maskatiya (Best Luxury Pret), Khaadi (Best High Street Brand), Nabila (Best Hair and Makeup Artist) etc.

The Lux Awards have become one of the most prestigious awards of the country that honor the best achievers in the fields of TV, film and fashion. They have been held quite regularly which has earned them credibility. The awards are also known for their star-studded ceremonies in which famous celebrities host, sing and dance to entertain the audience. However, for the last few years, winners are announced in a solemn ceremony without much fanfare. Last year's awards were announced at a press conference while this year a dinner was hosted to honour the winners. ✎



## Music with Serenity

Music is considered to be the language of love. It is through this language that the National Academy of Performing Arts (NAPA) aimed to bridge the gap between cultures at the International Music Festival 2014 held in Karachi. Musicians from the United States, Germany and Italy along with local artistes were brought together onto one platform to unite and create a mix of diverse sounds in the hope of establishing a long-lasting and fulfilling relationship between cultures.

The music festival commenced on December 4 with an introduction to Germany's Leipzig String Quartet which collaborated with NAPA faculty member Intezar Hussain and tabla player Waqas Ghulab to play the Raag Maalkaun. The classical string band comprise Stefan Arzbeger (first violin), Tilman Beuning (second violin), Ivo Bauer (viola) and Matthias Moos Village (cello). Later, the band presented their rendition of Mozart's Serenade No 10 which many claimed to be the highlight of the evening.

Other collaborations between local and international musicians were also present-



ed with incredible music. A memorable performance featured Ustaad Nafees Ahmed on sitar, Ghulab on tabla, the Leipzig String Quartet and several of NAPA's students from its School of Music. They delivered a performance which was based on a composition written by NAPA Faculty Member Ustaad Nafees Ahmed himself aptly titled Musica Senza Confini (which translates into 'Music Without Borders'). This was the performance that received a standing ovation from the audience which really admired the spectacular combination and smooth harmony of Ahmed's sitar with the music

created by the Leipzig String Quartet.

The festival included many notable Pakistani musicians such as Ustad Hamid Ali Khan, Ustad Salamat Hussain, Ustad Bashir Khan, Akbar Ali and Ustad Ghulam Abbas Khan. They created an atmosphere of sheer melody with many in the audience swooning and swaying to their sounds. The International Music Festival was an event that enabled the successful collaboration of talented musicians across borders and made for an amazing amalgamation of some of the most incredible music this side of the sub-continent. ✎

# In All Fairness

Not too long ago, Zubaida Tariq became the butt of some rather unkind jokes when she was seen endorsing a fairness cream in a TV commercial. The social media, especially, was in a rage over Zubaida Apa's decision to support a product which established the superiority of outer beauty over the inner strengths of a person (read girl). The reaction was quite strange considering the number of skin whitening products that exist and are advertised day in and day out.

In fact, fairness creams must be one of the most popular fast moving consumer goods in Pakistan, given our nation's obsession with the fair complexion. Hence the ads of skin whitening products dominate our TV screens. However, the quality of these ads is nothing to write home about and most of the ads are pathetic, to say the least. The one that featured Zubaida Apa was unfortunately among them.

The focus of such ads is on lightening the skin tone is for just one purpose: to find 'an accha rishta' and get the girl married off. Fair & Lovely's latest ad doing the rounds on TV follows the theme but with a difference.

It shows a worried father who is eager to see his daughter married and has in fact found a perfect match for her: a well-established boy with a "good job and his own house." But the problem is the girl does not want to settle down because she wants to pursue a career. While she is in two minds about what to do - oblige her father's wish or focus on her career - here comes Fair & Lovely, recommended to the distressed girl by none other than Indian actress Yami Gautam. The girl uses the cream and turns fair - no surprises there. What makes the ad different from the rest is cream's positive effect on the girl's decision-making abilities.

Instead of going for the option of settling down with the seemingly Mr. Right, now that she is all beautiful and glowing, she decides to pursue her career and get married after some time when she is well-established. In other words, her new-found beauty gives her a sense of self-respect and boosts her confidence.

This is no doubt the ad's good approach. It should be lauded as it is small efforts like these that are slowly making cracks in the rigid and patriarchal mindset of our society.

The concept is good and full marks for it. The ad successfully conveys the message that getting married should not be the ultimate aim of a woman and that instead of taking pride in others' achievements (the husband's in the case of the ad in question), a woman should do something worthwhile with her life so that she can be proud of herself. It catches one's attention because of being different. It is the remarkable execution of an otherwise trite concept which makes the Fair & Lovely ad



CAMPAIGN

acceptable to the masses without inciting any protest calls.

The only problem with the ad is the use of an Indian face. Not that this is a new issue. Multinationals have been using Indian talent for their ads made specifically for Pakistani audiences.. But the problem is that Yami is not a popular name in Pakistan. With only a few (mostly unsuccessful) films to her credit, she hardly has any fan following in Pakistan. If a pretty face was all that the ad makers required, there was no dearth of beautiful women in Pakistan who could have easily played the character that Yami did. If you ignore the minor hitches, the ad is a good example of how to make a likable commercial for a product that has been a target of criticism for years. ❏

- J.S



## Fusion with finesse

Vishal Bhardwaj's *Haider*, like his other two movies *Maqbool* and *Omkara* revolves around the common theme of sexual conflict. Starring Shahid Kapoor, Shraddha Kapoor, Kay Kay Menon and Tabu, the movie features powerhouse performances and a gripping storyline. Bhardwaj also doubles up as composer for the film and has his mentor Gulzar write lyrics for the songs. The result is, as expected, unconventional, rustic but engaging at the same time.

The soundtrack opens with *Aao Na* by singer/composer Vishal Dadlani -- a classy number to say the least. The composition matches his energy with the grunge beats adding more authenticity to this hard rock number. From the catchy beats to the electric guitars, *Aao Na* is a hit from the word go.

*Bis mil* sounds rather European and features the fantastic instrument *Rubab*. Gulzar's lyr-

ics are in sync with the mood and setting of the track which has *Haider* re-enacting his father's death to his mother and step-father to gauge their reaction. Sukhwinder Singh sings this intense track and appears to be the perfect choice, given that the number required a great deal of finesse. The words and composition seamlessly switch from one mood to another while remaining in sync at the same time. This once again shows Bhardwaj's mastery over the chord.

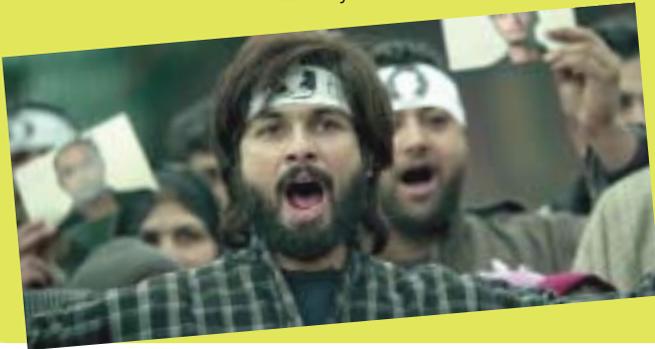
Upbeat jazz notes make an appearance in *Khul Kabhi Toh*, featuring Arijit as the vocalist. The modulations employed by him only magnify the beauty of the track and Gulzar's lyrics resonate deep within the listener long after the song is over. The score may be acquired but does tend to grow on you.

It is Faiz Ahmed Faiz's classic *Gulon Mein Rang Bhare* that gets a makeover with Bhardwaj's adaptation. With Arijit behind the mike, the song is the album's crowning glory. While it's nothing like the original, it puts a unique spin on the version that first came out and listeners are sure to appreciate it.

Finally, Bhardwaj presents to us *Ek Aur Bismil* with an interesting fusion of Middle Eastern and European sounds. This reprise version has the core melody in common with the original version but the Middle Eastern fusion sounds make this song a peppy track which is sure to find favour with listeners.

— S.W

MUSIC



## Career Closure

Let's get one thing straight: there is nothing happy or new about Farah Khan's latest debacle *Happy New Year*. If anything, there are plenty of things old and rehashed. The movie is a terrible rip-off of the George Clooney-Julia Robert's starrer *Ocean's 11*. Featuring the steadily aging (but in denial) superstar Shahrukh Khan, the alarmingly anorexic-looking Deepika Padukone and the increasingly questionable Abhishek Bachchan, whose only claim to fame in B-town is his daddy, *Happy New Year* is cringe-worthy at best. Yes, the movie is visually appealing but that is about the only thing it has going for itself.

*Happy New Year* is a heist thriller with a lot of *naach gaana*. Charlie (Shah Rukh Khan) wants to take revenge from Charan Grover (Jackie Shroff) because he betrayed Charlie's father (Anupam Kher), which landed him in jail and led to his death. But then, for some reason, they participate in a dance competition that's supposed to be a front for the heist. Why do you ask? Probably because Farah Khan wanted some closure on her career as a choreographer before she became a film-maker.

Diamonds, a safe, an underground tunnel, a hacker, a getaway plan -- it sounds like the right ingredients, but all of it is so incredibly idiotic and illogical that *Happy New Year* feels like *Ocean's 11* re-written by baboons. Incredulously enough, Anupam Kher's appearance is credited as an 'emotional appearance' -- whatever that means -- and Charlie is probably referred to as Charlie because he calls his henchmen 'Angels' (insert suitably horrified emoji here). Worse still is the fact that the iconic water fountain from *Ocean's 11* is also used here -- probably to



cause more pain to fans of the movie series.

That's pretty much it. Set aside the astonishingly stupid plot and all we're left with is an unending series of self-referential jokes on SRK's earlier movies. When Charlie is about to lose a boxing match, he says, "Badi badi matches mein choti choti cheez hoti rehti hai." When Charlie has to instill confidence into someone, he says, "Main hoon na." Talk about being absolutely blatant - and some supremely lazy writing.

There are other characters in the movie but *Happy New Year* appears to be only and only about Shahrukh Khan, to the point that one feels almost sorry for other cast members such as Bachchan, Boman Irani and Padukone (well, not so much for her because her character is nothing short of an insult to the depiction of women in cinema).

*Happy New Year* is Farah Khan's way of saying that commercial cinema will always be king in India -- content and performances be damned. ❌

— S.W

FILM

Leading anchor Moeed Pirzada (extreme right) conducting a TV panel discussion.

# Which way TV channels?

By Javeria Shakil

The freedom of television in Pakistan is a strange paradox - mainly because of how it came about: the private TV channels owe their birth, expansion and freedom to a general - Pervez Musharraf. The 'democratic' civilian leaders like Benazir Bhutto and Nawaz Sharif, who came before him, also had the opportunity to free the media but they never paid attention. Prior to the advent of private radio and TV channels, PTV and PBC used to be the only source of information and entertainment for the people. Since both networks were controlled by the state, the information and even entertainment that reached the public was only that which was sanctioned by the government.

Against this background, the media boom of the late 1990s was a boom in every sense of the word. With the government of Pervez Musharraf allowing media houses and other investors to open TV channels, people were bombarded with news, views and various hues of entertainment. The audience, which was used to time slots for news bulletins, drama and shows in the days of PTV, was introduced to the concept of news and entertainment 24/7. You switched on the TV at any given time during the day or night and were sure to find some sort of 'breaking news'.

Distances stopped to matter, first locally and then internationally. The news of what happened in one part was relayed across the entire country in seconds. In addition to instant news coverage, people were also exposed to TV talk shows that were completely different from what people were used to watching on state-run television. Instead of the prim and proper hosts and guests, who would discuss current affairs in unadulterated, chaste language, the new hosts and guests tried to outdo each other in shouting, calling names and making an overall racket.

The rapidly growing TV channels industry generated employment for hundreds of people. But that was also cause for concern. As the demand for the workforce grew, the

channels started hiring every Tom, Dick and Harry - and their mother - without giving much thought to the appropriateness of their professional credentials. When people with no particular background of journalism joined television, the quality of programming suffered tremendously. At present, with the exception of a few seasoned journalists who have spent years in media, the majority of the people on television are 'accidental' journalists. Some of these newly-fangled journalists are even accepted as professionals by journalist bodies such as the PFUJ. This is one reason why the content of news and talk shows has become so substandard. Forget the eloquence of PTV's hosts, the current-day news anchors struggle with uttering a single sentence without making a mistake. Those who regularly watch news and talk shows on TV are horrified at the spelling and other mistakes that the news tickers carry.

The emergence of so many channels has brought many problems in its wake. Media is the fourth pillar of the state. The Pakistani media has started taking this statement - and also itself - too seriously. Deviating from being a source of information - television's primary role - it has assumed the position of a self-appointed guardian of society. In many cases, television has been accused of playing the role of judge, jury and executioner, all at the same time. Their utter disregard for journalistic ethics, especially in religious matters, has even led to many deaths, including the murder of the former governor of Punjab, Salmaan Taseer.

Sensationalism has overridden all other considerations and has, in fact, become the order of the day. With almost every news channel putting up shows that feature 'caught-on-camera' sting operations, there are reports of many so-called TV reporters blackmailing business enterprises for money.

Another abomination is the relatively new phenomenon of 'special transmissions'. The content of these transmissions, which are usually broadcast on special occasions such as the Eids or Ramazan, can mislead some-

one into believing that there is no regulatory body that controls what is shown on these TV outlets.

In fact, a TV news broadcast these days has all the trappings of an entertainment show, complete with music and Indian film songs in the background.

It turns out that PEMRA, the regulatory body which is supposed to keep an eye on broadcast content, has proven most ineffective in establishing its writ.

Excessive commercialization is another downside of the apparently flourishing TV scene. Having realized the endless opportunities to market their products, advertisers have grabbed large time slots and now even a sizeable portion of the TV screens. According to a Pakistan Advertising Society report, a jump of 4.5 percent was witnessed in just one month, from April 2014 to May 2014, in the overall advertised minutes on TV. The fact that there are more minutes devoted to advertising in a broadcast than the content itself, tells the whole story.

While the instant appeal of TV has benefited large companies, it has also made the owners of TV channels millionaires and, in some cases, billionaires. Along with the enhanced financial status also comes influence and authority. In fact, some media barons openly claim that they possess enough power to make or break governments.

Despite its many drawbacks, it would be unfair to deny TV's positive role in increasing the political and social awareness of the nation. A leading TV channel ran a really focused campaign against the heinous practice of 'karo kari' which served to raise considerable awareness about the practice.

It was also the media's, particularly TV's political activism during the 2007 Lawyers' Movement that sent Pervez Musharraf - the media's liberator - packing home. While many criticize TV for transgressing its boundaries, its defenders are hopeful that more maturity will set in and the medium will ultimately realize its mistakes and correct its course in the years to come. ■

# The Role of Content

The proliferation of digital and social media, including mobile, has made information more readily accessible to prospective consumers. Consumers report an increase in usage across all sources of information in the past five years, including sources such as brand websites, user reviews and third party expert content, when learning more about new products and services. This ability to easily access information from a variety of sources has fundamentally changed the way consumers research products and, ultimately, make purchase decisions.

It is important to understand how consumers use different sources of information and how the sources impact them across a variety of product categories at each stage of the purchase process. Studies show that expert content—credible, third-party articles and reviews—is the most effective source of information in impacting consumers along all stages of the purchase process across product categories.

## Research Question and Methodology

To evaluate the impact of expert content and branded (or owned) content online and its role in the purchase process, an experimental design was used to expose consumers to content and then measure the impact of that content in creating product awareness/familiarity, influencing perceptions (i.e. likeability) and increasing purchase consideration. The goal of the experiment was to evaluate the relative impact of content from users, experts, and brands themselves.

900 respondents were recruited off casino floors in Las Vegas, to participate in the experimental design at the Nielsen MediaLabs. Each respondent was identified to be in the target audience for the products in the content they would be exposed to. Respondents answered an online survey before and after the experience in order to measure the impact of the content on their

familiarity, perceptions, and purchase consideration of the products.

## Content Types

Content was classified as one of three content types: expert content, user reviews, and branded content. Expert content included reviews and articles selected from third-party websites and blogs dedicated to the relevant product category. User reviews were selected from the reviews portion of major online retailers or forums. Branded content was content taken directly from the official websites for each product.

## Consumer Decision-Making Process (Key Measures)

Each online source was measured with three survey metrics aligned with the three main stages of influence in the consumer purchase process. This provided a consistent measurement in order to fairly assess source influence at each stage.

Stage 1: Familiarity with a new product

Stage 2: Affinity toward a brand or product

Stage 3: Purchase consideration of a brand or product

## Product Categories

Respondents viewed content providing information on nine products in different categories, ensuring a broad scope and the ability to assess if the observed effects varied across different types of purchases. Products that were included in the study are listed below and cover a wide variety of categories, including:

- Auto insurance
- New car
- High-end HDTV set
- Smartphone
- Dryer (major home appliance)
- Child seat
- Digital camera
- Video game
- Electric toothbrush

## Purpose for Laboratory Setting

A controlled-lab setting was critical in

this experiment as the amount of information to be digested by the respondent was such that it introduced the possibility that respondents would not fully read the content or information provided if exposed in an unsupervised testing environment. Therefore, a proctored setting ensured that respondents exposed to the different information sources had adequate time to read and digest the content presented to them.

## Results

While each content type had some success at increasing product familiarity, affinity, and purchase intent, content written by credible experts performed best overall.

Expert content was the only content type to exhibit a strong lift in all 3 areas of the purchase cycle. It provided the most familiarity lift for 7 out of the 9 products, the most affinity lift for 5 of the 9 products, and the most purchase intent lift for 6 of the 9 products. On average, expert content lifted familiarity 88 percent more than branded content and 50 percent more than user reviews; they lifted affinity 50 percent more than branded content and 20 percent more than user reviews; finally, they lifted purchase consideration 38 percent more than branded content and 83 percent more than user reviews.

There appeared to be two key differentiators that helped to explain why expert content was the only type that exhibited this strong lift across all three areas of the purchase funnel. The perceived partiality of the source was especially critical in setting expert content and branded content apart. The third-party element was important to consumers; 50 percent indicated that they wouldn't trust a product's branded website for an unbiased assessment of a product, and 61 percent were less likely to trust product reviews paid for by the company selling the product.

Expert content can provide an unbiased and honest assessment of a product, which is particularly important during the final stage of purchase consideration. The other key differentiator was how informative the respondents perceived the content to be.



Consumers perceived expert content to be 10 percent and 8 percent more informative than both user content and branded content respectively. Thus, expert content's ability to provide the greatest breadth and variety of information compared to branded and user content, combined with a perspective that it was perceived as unbiased, appeared to be driving its consistently high performance in all areas of the purchase process.

#### User Reviews and Branded Content

While user reviews and branded content did not exhibit the same pattern of consistency in performance across all categories and phases of the purchase cycle that was observed with expert content, there were instances where their impact was strongest. With branded content, for example, lift was strongest with categories where product specs were a critical part of the part of the decision making process. Specifically, branded content provided the most lift to purchase intent in one product category: cameras. This could be attributed, in part, to the importance of specs in the final decision making process for this product and the perceived trust that brands know their own product specs best. Branded content was also effective at lifting familiarity and affinity for other spec-heavy products: smartphones, automobiles and dryers.

User reviews were found to wwb successful in categories where users tend to have a higher degree of product expertise. For example, video game affinity and purchase intent were lifted the most by user review content—possibly because video game consumers see other gamers as knowledgeable enough to provide reliable, trustworthy reviews. That said, expert content was also effective at lifting these measures and was most effective at creating initial prod-

uct awareness or familiarity. In a similar case, it was found for car seats that, even though expert content was most effective at increasing familiarity and affinity, user content provided the strongest lift to purchase intent. This may be another product category where the consumer themselves are highly regarded as expert users—and mothers perceive other mothers as “experts.”

#### Conclusion and Recommendations

Overall, the research suggests that there is a higher degree of trust from consumers when they are reading content from credible, third party experts. This trust is demonstrated by the higher lift scores with regard to product familiarity, affinity and purchase intent and its perception of being highly informative and unbiased. This level of trust further suggests that expert content is more efficient at pushing consumers along the consumer decision-making process because it is more effective at consistently lifting these measures across each phase of the purchase process. While expert content was impactful across product categories, its impact seems to be even more pronounced with higher-priced items.

Knowing this power of expert content, advertisers may want to consider increasing consumer exposure to expert content to build greater trust while also supplementing with branded content and users reviews to build familiarity and influence opinions about the product. The findings suggest that such a strategy could be more effective at influencing consumers, particularly with their final purchase decision. In the end, the impact of expert content on consumer decision making demonstrates the important role that objective and credible information from trusted sources plays in the purchase process. 



## Corporate Moves



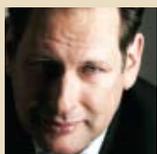
**Nasser N S Jaffer** has been appointed Chairman, Pakistan International Airlines.

**Lars Christian Luel** has been appointed Chief Executive Officer at Telenor Pakistan.



**Tayyab Tareen** has been appointed Chief Executive Officer at K-Electric.

**Mini Joshi** has been appointed Director, Sales and Marketing, at Ramada Downtown, Dubai.



**Paul Taaffe** has been appointed Chief Executive of the Board of Huntsworth, UK, an international public relations and healthcare communications group.

**Naiyar M. Saifi** has been appointed Director Marketing and Public Affairs at TCS Holdings.



**Khalid Saeed** has been appointed Manager at Habtoor Grand Beach Resort & Spa, UAE.

**Faysal Aziz Khan** has joined BOL News as Senior Executive Vice President.



**Professor Nalin Thakker** has been appointed non-executive director at the Health Research Authority, UK.

**Francisco Irazusta** has been appointed Chief Executive, Light Building Products, at New Zealand's Fletcher Building Limited.



**Ammar Zakaria** has been appointed Director of Human Resources at Abu Dhabi's Royal Rose Hotel.

## Ins Outs

### New Appointments

Client	Advertising Agency
e-SMART Pak (Pvt.) Ltd.	Interflow Communications
Online Foreign Degree	Interflow Communications
Visions (Submarine)	Modem4 (Pvt.) Ltd.
Hair Club International	Orient Communications
Retail Avenue (Pvt.) Ltd.	Repcom Advertising
Al Baraka Bank (Pakistan) Ltd.	Synergy Advertising (Contract / Tmedia cleared)
Kohistan Builders & Developers	The Circle Agency
Pioneer Amusement Services (Pvt.) Ltd.	The Circuit (Pvt.) Ltd.
Skyline University College	Velocity Marketing

### Change Of Agency

Client	New Advtg Agency	Outgoing Agency
"M" International Services	Bilal Associates	Transworld Advertising
Salim Agencies, Karachi	No new agency appointed	G Force Comm.
Travel Agents Association of Pakistan	No new agency appointed	Orient Advertising
Ministry of Water & Power	No new agency appointed	Orient Advertising
Golden Harvest Foods	Manhattan Comm.	Synergy Advertising (for Giggly Brand)

### Additional Appointments

Client	Agency
National Highway Authority	<b>Midas Communications:</b> for Classified Advertisements of Balochistan Region, Northern Areas & Gilgit Baltistan. <b>M Communications:</b> for Classified Advertisements of Punjab Region & Motorways (M-1, M-2, M-3, M-4 Offices). <b>Channel 7 Communications:</b> for Classified Advertisements of Sindh Region. Orient Communications: for Classified Advertisements of KPK Region
Securities & Exchange Commission	<b>Orient Advertising:</b> for Public Notices / Court / Legal Orders / HR related advertisements <b>Interflow Communications:</b> for Expression of Interests
Utility Stores Corporation of Pakistan (Private) Limited.	<b>Adgroup (Pvt.) Ltd:</b> for Transportation, Stationery, Legal and Employment. <b>Kenad (Pvt.) Ltd.</b> for Event Management, Occasional, Procurement, Fixed Assets and Project Ads. <b>M Communications:</b> for Awareness Campaign and Price Reduction Ads.

Source: All Pakistan Newspapers Society (APNS)



## Right on Target in **Corporate PR**

We work in close partnership with our clients to realise their corporate goals.

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To learn more about our services, contact us at:  
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Tel: +9221 35313821-24, Fax: +9221 35313832 E-mail: [info@cmc.com.pk](mailto:info@cmc.com.pk)  
Web: [www.cmc.com.pk](http://www.cmc.com.pk)

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# Slogan

## Advertising Excellence Awards - 2016

Slogan is the pioneering journal that was launched in 1996 to cover Advertising, Marketing, Media, Public Relations and Research. It is the only monthly magazine in Pakistan covering these categories. The magazine has performed with full dedication and sincerity over the years and is widely respected for its role.

Slogan has now instituted *Advertising Excellence Awards* with the sole purpose of recognizing excellence and awarding outstanding men and women in the field of advertising.

### AWARD CATEGORIES

The nominees for *Slogan Advertising Excellence Awards-2016* would be those who achieved excellence during 2014-2015 in the following categories:

- Best Concept – Print
- Best Concept - TV
- Best Copywriter - Print
- Best Art Director - Print
- Best Campaign
- Best TVC
- Best Director (TVC)
- Best Photographer (Print)
- Best Model (TV/Print)
- Best Direct Marketing Campaign
- Best Outdoor Campaign

### JURY:

A seven-member Jury will be nominated to judge the Awards. The independent Jury will comprise a chairman and members chosen from among relevant professionals.

### ELIGIBILITY:

The *Slogan Excellence Awards - 2016* are open in all categories to ad agencies and individuals.

### RULES & REGULATIONS:

1. All work produced during 2014-2015 shall be permissible for entry.
2. Entries should be sent to the Awards Secretariat (address given below).
3. An individual or company would be free to send more than one entry in each category.
4. Each entry should be accompanied by the requisite entry fee.
5. The decision of the Jury shall be final and will not be challenged.

### AWARD CEREMONY:

The Awards Presentation Ceremony will be held in March 2016 in Karachi.

### AWARDS SECRETARIAT:

Entries may be sent to Awards Secretariat, 20-C, Lane 12, off Khayaban-e-Ittehad, Phase II Extension, DHA, Karachi-75500, Pakistan. Tel: +92-21-35313821-24 | Fax: +92-21-35313832

For more details, please contact: [awards@slogan.com.pk](mailto:awards@slogan.com.pk) or visit: [www.slogan.com.pk](http://www.slogan.com.pk)

### ENTRY

### DEADLINE:

Entries must be received by January 15, 2016 at the Awards Secretariat.