

# Slogan



## The Leading Ladies of Pakistani Television

**24**

Dialogue:  
**Zahid Ghauri**

**30**

Memory Lane:  
**Muhammad Rafi**

**34**

Event:  
**'I am Karachi'**

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Bhutan	NU 113	Philippines	P 188
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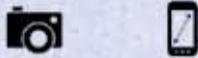
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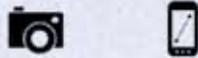
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# Slogan

June 2015

Vol. 20 No. 06

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Syed Jawaid Iqbal

## Managing Editor

Zeba Jawaid

## Editor

Javed Ansari

## Assistant Editors

Mahrukh Farooq – Samina Wahid

## Editorial Team

Faisal Siddiqi – Farah Iqbal

M. Asif Razzaque – Farah Asim

Mariya Dada – Syed Owais Akhtar

Kashif Ali – Hassan Aftab

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## Layout & Graphics

Haroon Rasheed

Kamran Ghulam Nabi

## Marketing & Advertising

### General Manager

Furqan Ali Khan

### Manager

Aqam-ud-Din Khan

### Coordinator

Muhammad Rashid

### Digital Advertising

Ali Danish

### Circulation

Danish Shahid

## Editorial & Business Address

20-C, Lane 12 off Khayaban-e-Ittehad,  
Phase II Extension, DHA,  
Karachi - 75500, Pakistan  
Tel: +9221 35313821-24  
Fax: +9221 35313832  
Email: info@slogan.com.pk

## Middle East Representative Office

Pirana Advertising JLT  
PO Box 486207, 1704, Level 17, HDS Tower,  
Jumeirah Lake Towers Cluster F, Dubai, UAE  
Phone: +97-14- 4508309  
Fax: +97-14-3688487  
Email: info@piranagroup.com

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## New Pakistani Cinema

There is a lot of talk about the so-called revival of the Pakistan cinema and its restoration to its old glory days. Going by the kind of films that are coming out of the studios of Pakistani filmmakers these days, it is not quite clear as to what is meant by the 'revival' of Pakistani cinema. The kind of films that were earlier churned out by the local film industry were in a genre of their own and were, more or less, 'me-toos' of contemporary Indian cinema – the song and dance versions. In fact, the Pakistani film industry right from the beginning was a hand-me-down of the Indian film industry. When partition took place, that segment of the film industry that was working out of Lahore in those days – all the way from writers to producers, directors, actors, musicians and singers – crossed over to Bombay. The Pakistani feature film then became a product of second-grade filmmakers who were supported by equally second-grade cameramen, light men and other technicians. This was the sort of talent that set out to put the Pakistani film industry back on rails and what came out wasn't up to the mark except a few productions. In any case, this was what signified Pakistani cinema and it was certainly not good news. The Pakistani film-makers did some isolated good work because there were still many talented people in the industry but these were few in numbers and the largely empty space was taken up by those who just filled the public's need for cinema. Creativity and originality was none of their concern.

The Pakistani industry generally did not give a good account of itself and continued to go downhill as time passed. It could never give to Pakistani cinema the respectability it deserved and was simply a shadow of what all the money and talent was producing in India. Some sincere people in the industry as well as the government did what they could to kick start the industry but it just could not develop a forward momentum because the basic ingredients were missing. As far as the need for public entertainment was concerned, this received a further jolt when television came to the country and the more educated writers, directors and actors on PTV took to feeding the public with some good fare in terms of drama and music. Public hunger was also fed by the advent of the VCR which brought the otherwise prohibited Indian cinema to Pakistani homes and people could now feast on what they were missing. While the public regaled itself with the good and the bad of Indian films, the standards of the Pakistani cinema continued to hit rock bottom and a time came when the industry was relegated to nothing more than what was loud and jarring to the senses in terms of Punjabi and Pushto films.

It was perhaps in reaction to such films that a new birth of the Pakistani cinema came about with those young and talented people at the forefront who had a lot of cinema in them. Some good films have now been made in the process – films that venture to explore the various issues of present-day Pakistani society. They do not rely on formula film-making and are not driven by the traditional hero-heroine-villain triangle or the song-and-dance routine. These films are based on content that emanates from writers and film-makers who are not restricted by any formula writing and who are willing to try out new techniques and methods. Like all new film movements around the world, the new Pakistani film-makers are experimenting with stories and film-making techniques that bind audience interest without their having to lean on the crutches of old formulas. They use music where it is needed and, instead of the old theatre-based approach, they tell their stories in a more direct manner, using the visual language of the cinema. Similar work is also being done in India but, considering the huge size of the Indian market and the greater room their industry has for non-formula cinema, the new Pakistani film-maker has to work harder to entertain Pakistani audiences. It seems he is well on his way.



Javed Ansari



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## Quotes...

"I am not at all a politician. I don't think I'm cut out for politics, ... I am certainly not going to stand for election."

- Pervez Musharraf, former President of Pakistan



"I left the ending ambiguous, because that is the way life is."

- Bernardo Bertolucci, film director



"I don't believe in happy endings, but I do believe in happy travels."

- George Clooney, film actor



"For some reason, every time I peak in my career, I injure myself."

- Sania Mirza, tennis player



"Every age can be enchanting, provided you live within it."

- Brigitte Bardot, film actress



"I never had any awkward situations with Shah Rukh."

- Priyanka Chopra, film actress



"Don't talk in front of my back."

- Meera, film actress



"Once I began acting in movies, I started feeling differently about myself."

- Rabia Butt, fashion model



"Due to the deteriorating law and order situation, people are enjoying light-hearted comedies."

- Sidra Batool, TV actress





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## No Longer Man's World

It is highly encouraging to see how so many women are currently at the very forefront of the advertising business, producing some of the most creative pieces of advertising Pakistan has seen so far. Advertising, like other business-related fields, has been seen as mainly a male-dominated profession; by allowing women to enter the field, we are not only giving them a chance to prove their mettle, but also letting the industry benefit from a fresh new perspective, something which it had begun to lack for the last few years.

I hope the situation in the Pakistani business circuit further improves so that more women are encouraged to join the field and showcase their talents.

*Sadia Kareem  
Karachi*



## Breath of Fresh Air

I am so glad Slogan gave coverage to the advertisement for Homage UPS Inverter that is currently being shown on every television channel in Pakistan. As an advertising student, I yearn for quality advertisements that effectively portray the usefulness of the product through well-placed emotive angles rounded off by a concise and hard-hitting message.

This has been pretty hard to come by as most advertisers prefer to stick to the typical jingle approach. The Homage UPS Inverter ad, therefore, is like a breath of fresh air. It manages to put the spotlight on the need being addressed as well as the solution being provided, minus the music or any kind of annoying slapstick humour. It's good to see that our advertising industry has finally matured.

*Sobia Hashim  
Quetta*



## Another Flame Gone

I remember the news of Sabeen Mehmud's assassination as clearly as if it were just yesterday. To think that a person of her capability could be gunned down simply for her penchant for social causes such as the missing persons of Balochistan makes me sick. This tragic event has made evident the fact that freedom of speech has its costs, especially in this country, where there is a long-running breakdown of law and order.

Despite the depressing state of affairs of Pakistan's judicial system, I sincerely hope Sabeen Mehmud's

killers are brought to justice. If not for anything else, then at least for the sake of the families of the thousands missing, who are still awaiting a fair deal.

*Haris Amjad  
Lahore*



## Online Impact

Digital marketing has become more than a fad in Pakistan. With an increasing number of people turning towards the Internet for the latest information on everything, from fashion to current affairs, many brands are beginning to realise the significance of having an online presence. Nowadays, most brands can be seen online, either via a page that encourages people to interact with the brand or through engaging videos and contests that aim at enhancing the individual's interest.

It's good to see many companies investing in research that is directed towards figuring out the various tools and dynamics of the digital marketing arena which can further be capitalised on. However, we still have a long way to go. Let's hope this eventually bodes well for our advertisers as well as their clients.

*Farheen Ahmad  
Peshawar*



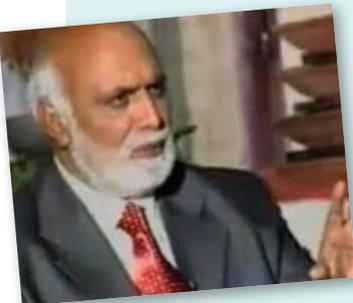
## The Wise Sages

Pakistan's political situation has turned virtually everyone into an expert. Now, anyone with even a remote sense of what is happening in the social and political arena, be he a reporter or a journalist, can take over a television show under the label of 'analyst' and give their version of what politicians and ministers currently in power should do to alleviate people's suffering.

Although there's nothing wrong with people of the media having an opinion, what makes these shows particularly irksome is the manner in which that opinion is imposed upon the viewer; citing 'statements of fact' as proof of their findings being

totally accurate. And let's not forget the poor 'host', who more often than not is an attractive female whose sole responsibility is to just sit there and look pretty while the main 'expert' directs the show.

*Fahad Iqbal  
Islamabad*



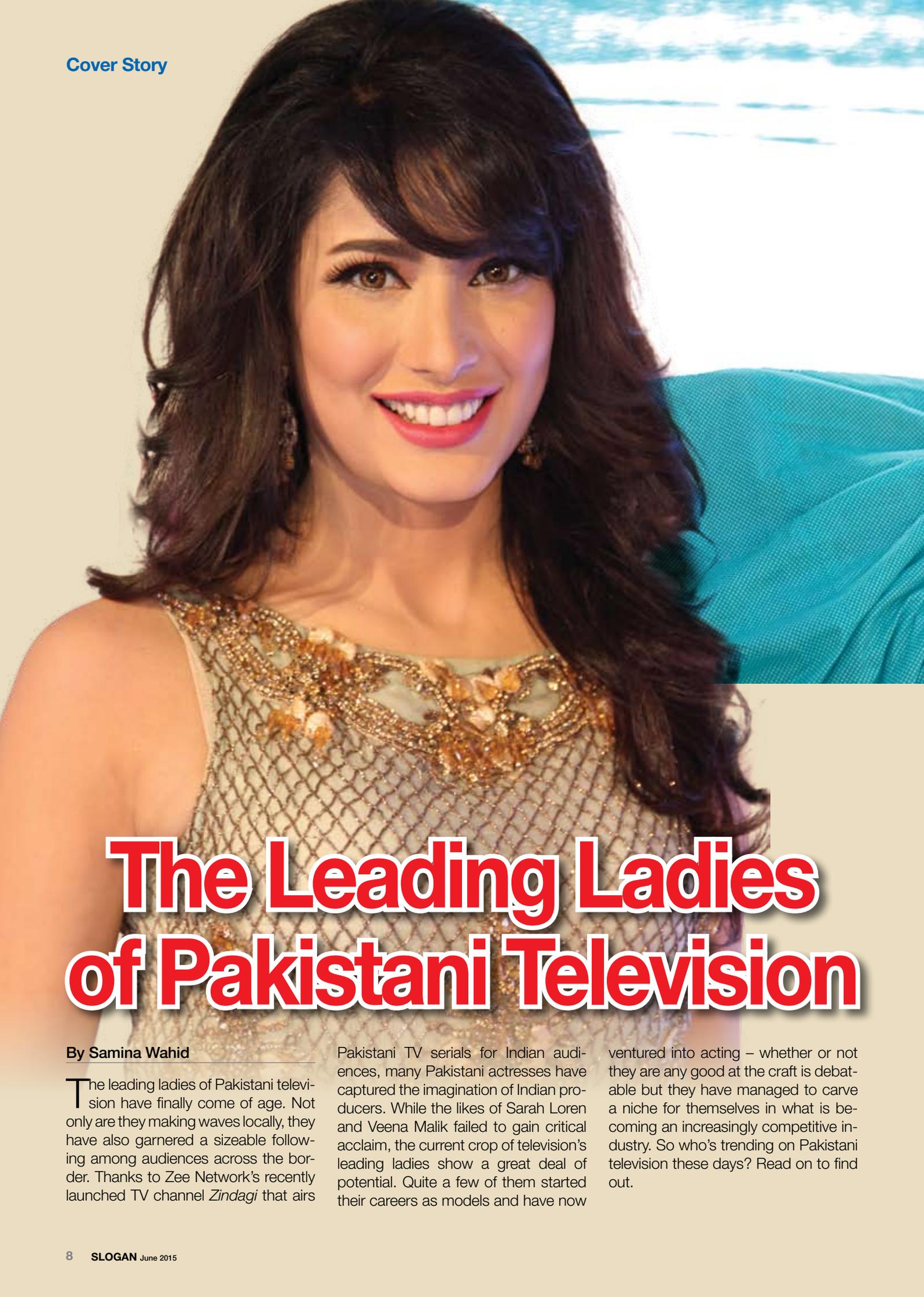
## Eye for Detail

I have had the privilege of hiring Kohi Marri for the photography of my wedding and I must say, it was a wise decision. With his silent demeanour and eye for detail, he brings out the best through his photos while capturing emotive moments that best express the sentiment associated with a Pakistani wedding.

It is highly important that photographers such as Kohi Marri get the necessary spotlight that will inevitably help them further their profession and get the exposure they need to get ahead. Wedding photography or photojournalism in Pakistan is still in its nascent stages. By encouraging such photographers, we stand to benefit a great deal.

*Hira Gorani  
Rawalpindi*





# The Leading Ladies of Pakistani Television

By Samina Wahid

The leading ladies of Pakistani television have finally come of age. Not only are they making waves locally, they have also garnered a sizeable following among audiences across the border. Thanks to Zee Network's recently launched TV channel *Zindagi* that airs

Pakistani TV serials for Indian audiences, many Pakistani actresses have captured the imagination of Indian producers. While the likes of Sarah Loren and Veena Malik failed to gain critical acclaim, the current crop of television's leading ladies show a great deal of potential. Quite a few of them started their careers as models and have now

ventured into acting – whether or not they are any good at the craft is debatable but they have managed to carve a niche for themselves in what is becoming an increasingly competitive industry. So who's trending on Pakistani television these days? Read on to find out.



### Mehwish Hayat

Ranked as the ninth most beautiful woman in Asia's Beautiful Women 2008 list, Mehwish Hayat started her career as a model and went on to play Fiza in Hum TV's 2010 drama *Manchalay*. However, it was her role as Aiza *Ishq Mein Teray* released in 2013 that made film producers sit up and take notice. Beautiful and talented, Hayat's forte lies in her ability to play diverse roles with great ease. She can also shake a leg like no other as seen from her item number in the Pakistani film *Na Ma-loom Afraad*. One hopes, however, that Hayat will prove her mettle as an actress on the big screen instead of just sticking to items numbers.

### Mahira Khan

Pakistan television's darling Mahira Khan started as a VJ and made her acting debut with Shoaib Mansoor's film *Bol*. This

Scarlett Johansson doppelganger is loved not just for her ravishing beauty but also for her exceptional acting skills. She rose to fame with her role as Khirad in Hum TV's *Humsafar* and after that it was one successful project after another – *Shehr-e-Zaat* and *Sadqay Tumharay* - to name a few. Mahira is best known for the raw portrayal of her roles and her versatility as an actress. Her popularity has swept Indian audiences and film-makers off their feet and she has been cast in the upcoming Bollywood action-thriller *Raees* in

which she stars opposite Shah Rukh Khan. Directed by Rahul Dholakia, the movie is scheduled for release on Eid-ul-Fitr next year.

### Saba Qamar

Karachi-based actress Saba Qamar started her career on television with the series *Mein Aurat Hoon* which went virtually unnoticed. It was her performance in *Maat* (2011-12) that made her popular and led her to getting leading roles in *Bunty*, *I love You* and *Digest Writer*. Qamar has also starred in the Pakistani telefilm *Aaina*, a remake of a Pakistani movie by the same name. While Qamar has the potential to be a versatile actress, she appears to have been typecast. Some of her more popular roles include the conniving and scheming antagonist who will stop at nothing to get what she wants. Qamar must endeavour to get





different roles to establish herself as an actress capable of playing diverse characters.

#### Sanam Saeed

Sanam Saeed's list of achievements is long – she is a model, singer and actress all rolled into one. She made her screen debut in a supporting role with Mehreen Jabbar's TV serial *Daam* for which she received appreciation from critics. She has also been lauded for her portrayal of unconventional characters that are faced with trying circumstances. Performances of note include her portrayal of a troubled wife in *Mera Naseeb*, a Syrian Christian single mother in *Talkhiyan*, a fiercely independent and headstrong woman in *Zindagi Gulzar Hai* and the family drama *Firaaq*. Sanam has played some truly interesting roles which is a testament to her exceptional talent.

One hopes she will be noticed by producers outside Pakistan and given some meaty roles on the big screen.

#### Aamina Sheikh

Does it get any better than Aamina Sheikh's heart-breaking performance in the film *Seedlings*? Aamina has

established herself as an actress in her own right with her work on TV and the silver screen. She started out with the 2008 telefilm *Baarish Mein Deewar* and has gone on to become a favourite of fashion designers for her red carpet looks as well as big brands like Always and Lux. Her debut film *Seedlings* brought her international recognition and she has two awards to prove it – the New York Film Festival Award and the SAARC Film Festival Award. Sheikh has given the critics much to talk about through her long and successful acting career and has only become better through her remarkable sense of professionalism.

#### Sanam Jung

The fresh-faced, dusky beauty Sanam Jung made her first on-screen appearance as a VJ for Aag TV which led to her big break on television with the drama serial *Dil-e-Muztar*. This won her a Hum Award for Best Television Sensation and a role in the commercially successful *Mohabbat Subha ka Sitara Hai*. Currently hosting the morning show *Jaago Pakistan Jaago* on Hum TV, Sanam Jung runs the risk of being viewed as a mere television show host and nothing more. She is undoubtedly talented but one feels it is too early for her to take up a morning show stint since she has yet to establish herself as a force in the industry.

#### Mawra Hocane

To be honest, Mawra Hocane is nothing more than a pretty face just now. She is still an emerging actress who has to prove her mettle in the industry since her performances leaves much to be desired. While her role in *Yahan Pyaar Nahin Hai* did win her acclaim, her performances remain lackluster at best. She has, however, managed to clinch a role in an Indian film even though the name of the film and director has not been made official yet. It remains to be seen how she fares in the Indian industry and one hopes she can finally bring credibility to herself as an actress. ❏





# The resurgence of Pakistani TV drama

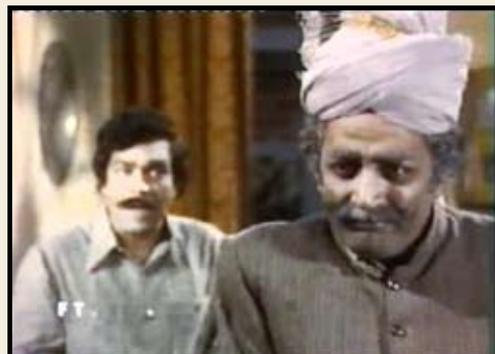
By Javed Ansari

The TV drama genre in Pakistan today may not be what it was like in the 70s despite the fact that while only PTV existed in those days, today the audiences are served by a whole lot of channels, some of them exclusively devoted to drama and entertainment. It is also interesting that 'entertainment' for these channels is only drama serials and they do not look beyond that to include music and quiz shows as means of entertaining the public. As it is, people are 'entertained' to the hilt by the news channels and there is no room left for more fun, especially at prime time.

The entertainment that comes out of 'entertain-

ment' channels is based on soaps that are mostly inspired by Indian TV plays. It is good to see, however, that the saas-bahu formula has lost its charm even in India and it follows, therefore, that Pakistani drama writers too are not impressed or misled by the stuff – not anymore, at least. What has instead given way is the conniving woman in the family. She may not exist for the most part in real life but she does in the minds of TV drama writers and they create her in the characters they generate. Even in the better, well-written plays a female character does manage to creep in who has all the propensities of stratagem and intrigue in her life.

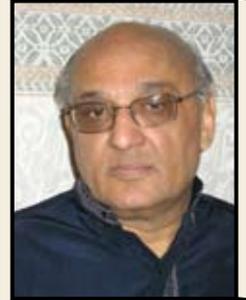
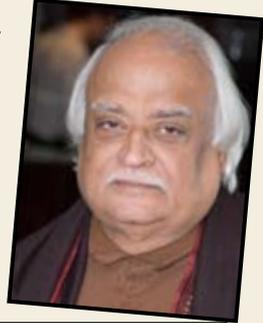
But beyond the cunning woman and lots of formula writing, there is much more going on in





One reason for this could be that while news and current affairs may have held a certain element of novelty for audiences a few years back, the sheen seems to be wearing off now and the people's insatiable appetite for entertainment is only fulfilled when they watch good drama.

This is despite the tremendous downturn that has come about in Pakistani TV plays. From the classics that PTV produced so regularly in its early days to the few good productions that are generated today by channels like ARY, Urdu 1, Geo Kahani, Hum TV, Express, TV One, etc., audiences still have a diet of TV drama to feed on. In the process, it is a bonus if a good serial is created. Some mentionable titles are *Aunn Zara*, *Dastaan*, *Humsafar*, *Digest* *Writer*, *Ishq Gumshuda*, *Kaash Main Teri Beti Na Hoti*, *Kahi Unkahi*, *Kitni Girhain Baaki Hain*, *Maat*, *Mera Naseeb*, *Mere Qatil Mere Dildar*, *Noorpur Ki Rani*, *Thakan*, *Yeh Shaadi Nahi Ho Sakti*, *Zindagi Gulzar Hai*, *Kaisi Ye Qayamat*, *Yeh Galiyan Yeh*



*Chaubara*, *Mera Saaya*, *Gauhar*, *Dhoop Aur Chhaun*, *Aaina Dulhan Ka*, *Piya Re*, *Madiha Maliha*, *Bezubaan*, *Man-o-Salwa*, *Mastana Mah*, *Badi Aapa* and many more.



The Pakistani TV drama genre may never again produce the likes of Haseena Moeen or Anwar Maqsood but some good work is still being done and this is despite the Turkish imports. A time will perhaps soon come when the rating agencies will give the required weightage to drama serials and the advertising money will rush to drama channels. Perhaps this will also be the time when the better TV actors (male and female) will start drawing as much attention as today's news anchors – and it will be the end of the spoiled news brats. ❏



Pakistani drama serials and those Pakistanis (even Indians) who do not care much for the cat and dog fights on news channels, do follow TV drama. It is interesting that Indian audiences, particularly women, do not watch soaps produced by Indian channels and instead prefer watching those channels

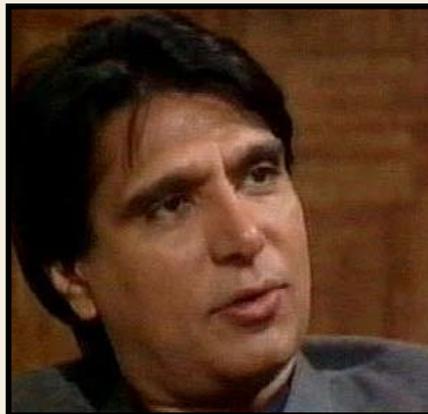
*Dhuwaan*, *Parchayaan*, *Kiran Kahaani*, *Fehmida Ki Kahaani* *Ustaani Rahat Ki Zabaani*, *Uncle Urfi*, *Zer Zabar Pesh* and *Humsafar*.

But the fact is that Pakistani TV drama has made some kind of resurgence over the last few years and there are more people watching drama channels than there were before.



that broadcast Pakistani TV plays.

These are, of course, not the times of Ashfaq Ahmed, Bano Qudsiya, Haseena Moeen, Fatima Suraya Bajja, Anwar Maqsood, Amjad Islam Amjad, Noorul Huda Shah and the rest. Those were the writers who gave Pakistani TV drama its distinct flavour. These are also not the times of *Nijaat*, *Taleem e Balighan*, *Andhera Ujala*, *Ankahi*, *Aik Muhabbat Sau Afsaane*, *Khuda Ki Basti*, *Dhoop Kinaare*, *Alpha Bravo Charlie*, *Afshaan*, *Waaris*, *Aangan Tehra*, *Sona Chand*, *Din Raat*, *Shehzori*, *Tanhaiyaan*, *Kashkol*, *Marvi*, *Hawaein*, *Raahien*, *Half Plate*, *Rozie*,



This Ramzan a Special Transmission  
is all about Love for Allah and mankind



## Maya Khan

She is the darling of millions. Her radiant smile and soft gaze can melt the skeptical heart.

Her warm embrace, draws those in need and those in pain, close to her in an instant.

Her rendering of Hamds and Naats in a velvet smooth voice resonates with the listener, bringing tears to eyes, of those seeking closeness to the almighty.

From children to the aged, the magic of **Maya** is calming and soul stirring.

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She shares a prayer for Pakistan and its people each day with you.

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**TV ONE**

aap se rishta pyar ka

## Zunaira is in

Zunaira's is said to be an important fashion brand these days. Zunaira's Lounge has been working since 2000 to establish the brand. It is basically well known for its embroidery machines and embroidered clothes. The main product lines of Zunaira's Lounge are casual, formal, party and wedding wear.

This summer, the collection is offering a wide variety of fabrics with bright and attractive colours. ❧



## JWT wins six

J. Walter Thompson was the most awarded agency at the Pakistan Advertisers Society Awards (PAS) for a second year in a row, winning six accolades for innovative campaigns for major brands across a wide range of consumer segments.

The agency took home awards in Banking & Financial Services for HBL's Football Campaign; in Breakfast Food & Dairy for its Olper's Ramadan campaign; in Ice Cream & Desserts for its Cornetto Mobile and Digital Activation; and in Cosmetics & Personal Care for the Lux Relaunch campaign. The agency also won



the inaugural "Passion for Pakistan" award for HBL's Football Campaign. Walter, a specialist agency, won the Beverage category for its "Better Together" campaign for PepsiCo Pakistan. ❧

## Neo launched

Neo TV, part of the Nai Baat media group, was launched on May 15. Neo claims to be Pakistan's only ideological line of defence in times of war, propaganda and misinformation.

Headed by Shahzad Nawaz, the channel said it would directly compete with Geo, ARY and Samaa. Nawaz will also host a talk show on the channel.

Neo TV is Nai Baat Media Group's second news channel, the first one being Nai Baat News. ❧



## Mawra Hocane hurricane

Pakistani actress Mawra Hocane is not ready to make her way into Indian films or at least not yet. There has even been talk, though, of her pairing with Ranbir Kapoor. It is also said that Katrina Kaif does not like this for obvious reasons. Mawra and Ranbir have also been spotted together a number of times. The Pakistani girl is even reported to be reading scripts of Indian films. Seems Mawra Hocane will invade Indian films like a hurricane one of these days. ❧



## No sleep for Mahira

Mahira Khan, who is in India to shoot for her upcoming Indian film 'Raees', is working very hard on the project.

The actress has talked about sleepless nights that she went through during shoot sessions.

'Raees' will be an important film for Mahira as it is her debut Indian film. It has other top-notch Indian superstars, including Shahrukh. 'King' Khan had earlier expressed his happiness on sharing screen space with the talented Pakistani

actress. Rahul Dholakia is the director of the action thriller which is expected to be released in 2016. ❧



## Telenor service

Telenor Pakistan announced the launch of its real-time billing service for international roaming (IR) customers. The service is designed to keep the billing of IR customers updated in real time, preventing them from overusing or exceeding their credit limits while travelling outside Pakistan.

The service is being launched for the first time in the country.

"The launch of real-time billing for roamers is part of Telenor Pakistan's tradition of bringing innovative products and services to the country," said Michael Foley, CEO Telenor Pakistan. "Our customers are now empowered to keep track of their billing and more in control of their spending while they are on the move," he added. ❧





## Reham's Jaanan

Reham Khan is all set to produce a Pakistani film 'Jaanan', marking her debut into film production. This, says Khan, is in line with her vision to change the prevailing image of Khyber-Pakhtunkhwa. The film will portray the people of KPK in a positive light. According to her official Twitter account, she is looking into producing two commercial films this year.

*Jaanan* is a romantic comedy showcasing a love triangle about a modern Pashtun family featuring Canadian actress, Armeena Rana Khan. ❧



## KE's Burq

K-Electric has launched a new campaign called 'Operation Burq' to weed out power thieves and defaulters on bill payments. According to a spokesperson for the campaign, all paying K-Electric consumers with legal connections have been urged to report anyone stealing electricity in their neighborhood on the K-Electric hotline.

If caught, the power thieves will be imprisoned for up to three years, face a fine of Rs10 million, be subjected to raids by the FIA and will be publicly shamed in the media. ❧

## Sun Power

BrighterLite has collaborated with EasyPaisa to introduce rental solar-powered electric units in Pakistan. The aim of the project is to provide low-cost energy solutions to people from the lower socio-economic bracket.

The system comes with a nominal registration cost and is based on a rental model. Everything related to the system is provided by BrighterLite, including solar panels, wiring, battery, controller and appliances (fans, lights, TV). The system runs directly from the sun during the day and will run for 8 hours



during the night through stored energy. Bills can be paid by entering a PIN provided by any EasyPaisa outlet in the control box of the system. Currently, it is available in Jhelum and Rawalpindi districts but plans are in the offing to launch it in other parts of Pakistan. ❧

## Crowd Funding

Engro Corporation announced the winners of 'I Am the Change' (IATC) competition 2014-15 in an exclusive ceremony. This year's winners include the Orangi Pilot Project (OPP) for livelihoods, Azat Foundation for education and the Child Life Foundation for health.

Winners of the competition were selected based on the scope of their social work; level of impact, number of beneficiaries and the ability to replicate the program. The IATC award entails a financial grant along with aiding



the NGO in terms of its capacity and organizational development and also ensuring employee volunteerism.

IATC is a corporate initiative to amplify the efforts of individuals working in education, health and livelihoods for the betterment of under-privileged people in Pakistan. It is one of the first full-fledged crowd-funding platforms in the country that helps individuals and institutions to crowd-fund for CSR projects. ❧

## PIA on way to revival



PIA Chairman Nasser Jaffer has said that PIA's loss before tax reduced by 34.4 per cent in 2014 as compared to the previous year. He said this at the 58th Annual General Meeting of PIA which was held in Karachi on May

29. The PIA Chairman informed the AGM about the various milestones that the airline had crossed over the year and said the PIA was now on its way to revival. This included fleet modernization, route rationalization and cost-cutting. The Chairman said that nine PIA aircraft had been retired during the period which decreased the average age of the fleet to 14 years. He said the airline was now following a strict f ❧



## Pakistani comic women in US

Pakistani women in the US, including New York's Aizzah Fatima and Nadia Manzoor, Chicago's Fauzia Mirza and Los Angeles's Mona Shaikh, have given up their traditional careers and chosen stand-up comedy to represent their culture and heritage.

Aizzah has her own show Dirty Paki Lingerie, where she depicts 20 different characters, all herself, to show how a range of brown women deal with living an American life and fighting to stay true to their roots. Fauzia Mirza performs regularly on stage. Mona Shaikh has broken all rules and now performs at Hollywood Improv and Laugh Factory, changing century old perceptions. She founded the website Muslims Do It Better. Nadia Manzoor is known for her one-woman show, Burq Off!, where she narrates her life growing up in a traditional Muslim family in a liberal non-Muslim country. 



Nadia Manzoor



Fauzia Mirza



Aizzah Fatima



Mona Shaikh

## MCB discounts on Emirates



Muslim Commercial Bank (MCB) Limited has collaborated with Emirates Airline to provide an eight per cent discount on return tickets booked through the MCB credit card. The MoU was jointly signed by Nadeem Afzal, Business Head South, RBG, MCB Bank Limited and Ashfaq Shah, Corporate Sales Manager, Emirates Airline Pakistan in the presence

of senior officials from both organizations.

Emirates has agreed to offer a five per cent discount on business class and an eight per cent discount on economy class tickets till September 15, 2015.

Ashfaq Shah said Emirates was a global connector of people, places and economies. 

## Badal Dou Sach

JS Bank sponsored the all popular TEDx event at the Lahore University of Management Sciences (LUMS). The theme of the



event was Badal Dou Sach. The event featured talks by five speakers as well as some exhilarating music and dance performances by members of the LUMS community. The event highlighted some significant problems in contemporary society through stimulated discussions.

JS Bank Limited representative Attiq ur Rahman said, "JS Bank looks forward to continually supporting such events as we feel that creating awareness in our society is the first step towards changing the mindset of our people." 

## APNS team visits PIA



A delegation of APNS members headed by the President Hamid Haroon visited the PIA Head Office for a briefing on revival of the airline. The briefing was addressed by PIA Chairman Nasser Jaffer and MD Shahnawaz Rehman.

# The Widyaan touch

Widyaan "The Fashion Valley" is a line of branded clothes. The brand was launched in 2011 and consists of a range of designs made in the most creative manner. Widyaan offers a wide range of dresses but most of the collection features party and formal wear dresses produced with fabrics as jamawar, silk, chiffon and georgette.



## PTCL and disruptive innovation

Pakistan Telecommunication Company Limited (PTCL) organised a session on "Disruptive Innovation" by Mark Zawacki to look beyond its own progressiveness and towards the greater good of the telecom sector.

The session aimed to support talented leaders of the company to stay abreast with the latest research findings, technological discoveries and insights and sustain the technological leadership of PTCL.

Mark Zawacki is a high-profile US-based business strategist, board advisor, keynote speaker and Angel investor. He has advised more than 300 clients globally on a myriad



of growth and revenue-related initiatives including business strategy, disruptive innovation, business and corporate development, etc. In the exclusive session with the PTCL leadership, he shared his profound knowledge on the technological shifts in the Silicon Valley. **S**

## PHD gets Unilever

PHD Pakistan has taken on digital marketing duties for Unilever Pakistan after a highly fought pitch process that began in November 2014. Founded in London in 1990 as the first planning-led media agency, PHD (unit of Omnicom Media Group) is a proven innovator in communications planning and buying.

They were awarded the digital contract by Unilever Pakistan for their Home Care and Personal Care segments that consist of 10 brands including Surf Excel, Fair and Lovely, Ponds and Vaseline.

Susana Tsui, the CEO for PHD Asia Pacific, was pleased at the achievement. "It's always wonderful to hear of our partners gaining fresh ground with our global clients," she said. "Unilever is at the core centre of our focus and we are extremely excited to add PHD Pakistan to the Unilever partner network." **S**



## KSE, Al Meezan seminar



Al Meezan Investments, in association with Karachi Stock Exchange (KSE), held a seminar to create awareness on Islamic investments and capital markets.

Meezan Investments CEO, CFA Mohammad Shoab explained the efficacy of mutual funds as an investment vehicle while KSE Managing Director Nadeem Naqvi gave an overview of KSE's performance with a perspective on Pakistan's capital markets and also highlighted the performance of Pakistan's stock market as one of the best regional markets in the past. **S**

## FoodPanda food fest

FoodPanda.pk, an online food ordering platform, launched a digital food festival called 'The Pakistan Food Festival.' More than fifty deals/discounts were offered in the festival from an extensive range of over 1,000 restaurants across Pakistan.

"We have revisited the unique idea of digital food festivals by making it even big-

ger and better than the previous campaigns enjoyed by our customers. The idea is

not limited to deals and discounts. We aim to deliver the promised value added ser-



vice," said Talha Ansari, foodpanda.pk Co-Managing Director.

The festival was the eighth such event of its kind launched by FoodPanda. Previous festivals include The Great Karachi Pizza Festival, The Nationwide Fast Food Festival, The Chinese Food Festival, The Nationwide Pizza Festival, The New Year Carnival Best of 2014 and Food Jazba. **S**



## Red carpet among ruins

In eastern Gaza City, among ruins and memories of war and destruction, a red carpet was laid out for a film festival on human rights. The event was held amidst rubble in the Shujaiyeh neighborhood, where some 100 Palestinians died in last year's Gaza war.

The Karama ('Dignity' in Arabic) Human Rights Film Festival was the first of its kind to be held in Gaza – and the chosen location was just the "right place" to hold such an event.

A red carpet was rolled out among the wreckage. But instead of hosting VIPs in de-

signer gowns, it provided a walkway for anyone and everyone – and delivered a pretty significant message.

The carpet served as a painful reminder of last summer's Gaza war, which led to the deaths of some 2,200 Palestinians – mostly civilians – and 73 Israelis. **S**

## Letterman Signs Off

A range of Hollywood actors and actresses, including fellow comedians along with other notable figures, even President Barack Obama, bid farewell as David Letterman, long-time host of 'The Late Show with David Letterman' signed off for the last time. The show will be succeeded by famed political satirist, Stephen Colbert.

For his last show, David Letterman played clips of past interviews of famous celebrities that recounted the last 33 years of late night television on NBC and CBS. He thanked his audience, staff and CBS executives, including CEO Les Moonves. **S**



## Brands look away

Almost all brands that Salman Khan endorses started looking for ways to limit or withdraw their association with the actor soon after the Bombay High Court sentenced him to five years in jail for 'culpable homicide' in a 2002 hit-and-run incident.

Khan, one of the most popular actors in India, endorses brands like Thums Up Cola, Suzuki, energy capsule Revital and online travel firm Yatra.com. He has over Rs 200 crore riding on him and is known to charge Rs 4 to 5 crore a day for endorsements. **S**



## Suits her!

Victoria Beckham continued to show off her style credentials as she arrived at the JFK airport recently. Fresh from her latest fashion tour in Singapore, the 41-year-old took a step away from her usual style, wearing a red and white tailored trouser suit. The cropped cigarette trousers were teamed with a coordinating long line jacket which had a contrasting black lapel, worn over a white lace top. **S**





## Solar Academy for Africans

Famous Senegalese-American singer Akon recently launched a Solar Academy for Africans that aims at helping young African engineers and entrepreneurs learn the skills needed to develop solar energy. It is expected to open this summer in Bamako, Mali's capital. Training equipment and programmes at the facility will be provided with the help of European experts so that African engineers can learn how to install and maintain solar powered electrical systems.

The project is being backed by Akon's main initiative, Akon Lighting Africa, which aims to provide electricity to some 600 million Africans. **S**



## 'Madmen' concludes

The famous television show set in New York's advertising world of the 60s, 'Madmen', finally reached its end after 8 years during which it won many Emmy awards. The show revolves around New York's most prestigious ad agencies and a talented ad executive Donald Draper.

The show was known for taking a no-holds-barred look at the edgy side of advertising in the 60s amidst many other plaguing issues, including alcoholism, sexism and racism. It surprised everyone with a rather optimistic ending. The finale attracted a record audience of over 4.6 million viewers. **S**

## Politico Focus



Politico has hired a Dell marketing executive to help build and run a department called Politico Focus that will create content for brands - a first for the political news organization.

Stephanie Losee, who helped build Dell's content-driven marketing and held the title of managing editor, has joined Politico as its executive director of brand content. Her career began as a tech reporter with Fortune magazine. Politico Focus will not only help advertisers create content but also provide services around data and research. **S**



## Nithya is natural

Does an eight-year-old decide on her career? Usually, not. But that's how old Nithya Menon was when she shot her first movie, the 1998 English film, Hanuman - The Legend of the Monkey God.

She was cast as Indian actress Tabu's sister after a neighbour noticed photographs of her at her house. The neighbour worked in an advertising firm and thought of the little girl's pictures during discussions for its casting. That film could have just been a one-off role. But another opportunity came along when Menon was in the 12th grade when Malayalam superstar Mohanlal spotted her on the cover of a tourism magazine. And so Nithya Menon made her debut as the lead heroine opposite Mohanlal in Akasha Gopuram. Her big hit came with Nandini Reddy's Telegu film, Ala Modalaindi. Endowed with beautiful eyes, Menon lets them do most of the talking and therein lies her greatest strength. **S**



## 'The Simpsons' actor leaves

Animated sitcom, 'The Simpsons', will be without one of its major voices in the coming season. Harry Shearer, who lent his voice to many characters of the show, including Principal Skinner, Ned Flanders and Mr. Burns, has announced his departure from the series following a major contract dispute. Reports were confirmed after his tweet in which he thanked his fans for their support.

The show has said it will not 'kill off' any character and is currently in the process of recasting a replacement for Shearer. **S**



## Through clutter

Showing the power of data and analytics, GE Transportation are bringing the 100-year-old business that provides technology for train engines and locomotives up to speed. GE provides solutions for specific transportation needs, such as train dispatching, network planning and maintenance. Working with its Industrial Internet division, which connects hardware, software and data to provide solutions for customers, GE Transportation created a cloud-based analytics system called Predix, which railroad operators can use to optimize the performance of locomotives, as well as improve supply-chain operations and other elements of their ecosystem. **S**

## Lange returns

The Pulitzer Prize-winning play, 'Long Day's Journey Into Night,' is Jessica Lange's third time on Broadway. The 66-year-old also starred in The Glass Menagerie in 2005 and A Streetcar Named Desire in 1992. Lange plays the role of a morphine-addicted matriarch, Mary Tyrone, from the London stage production in 2000, for which she was nominated for an Olivier Award. Lange won the best actress Academy Award for her role in 1994's Blue Sky and a supporting Oscar in 1983 for Tootsie, opposite Dustin Hoffman. **S**



## Agency Tattoos

Some tattoos don't have deep meanings. Firsborn Associate Office Manager Sarah Pope last year made a bet with the agency founder Michael Ferdman at the shop's annual party that she wouldn't get the agency's logo tattooed on her rear. Clearly, he underestimated her. **S**



## Ronaldo shows off

Ronaldo, the Real Madrid footballer flaunted his abs as he sunbathed and did some fishing off the side of tycoon Sir Philip Green's boat. He was seen throwing himself off the boat and diving into the water as he was joined on the French Riviera by a host of friends, who took pictures of the sportsman on their mobile phones. **S**



## Carey on 'Idol'

Singer Mariah Carey has described her time on American Idol as "the worst experience of my life". "It should have been about the contestants instead of about some nonexistent feud that turned into even more ridiculousness. I would never want to be involved with it again. But everybody else did like it," she said. "It's so boring and so fake, I'm sorry. When I say it's fake, I mean, I have to make up things to say about everybody. Half the time, the performances are good." **S**

## Millennials don't care

The tendency of millennials to rent instead of buy is turning the retail industry in the US upside down. Apparel retailers are threatened by rental. Renting has also spread to the music and hospitality industries. The younger generation is increasingly looking for less expensive alternatives to ownership.

Millennials, defined as 18- to 34-year-olds, are increasingly living in small, urban apartments rather than sprawling suburban houses. As a result, they don't have room for as many goods. On top of that, younger people have discriminating taste as a result of exposure to online reviews. **S**

## Apple advantage

Apple is working on a streaming TV service delivered online. One of Apple's strengths is taking complicated products and technologies and creating simple, great user experiences. The iPhone wasn't by any means the first "smartphone" but Apple made it consumer-friendly and put it in the hands of millions of people. The same can be said for the personal computer, as well as the modern tablet.

When it comes to a TV service, Apple will win where it's won before — on experience, not on price. **S**



## Lenovo rebrands

When Lenovo bought the IBM personal computer division, few consumers had ever heard of the Chinese electronics maker. A decade later, Lenovo is a well-recognized brand, but one with a shifting business model. And it's ready for a face-lift.

The new Lenovo can be dynamically changed — but only by its agencies and partners. The modernized moniker created by Saatchi, New York, has a lounging "e" and is outlined by a box that's meant to be used digitally. Creatives around the world will be able to change the box background to use a relevant scene, color or photograph. The logo update is symbolic of Lenovo's ongoing transformation. **S**



## Lovato likes it

When Demi Lovato was diagnosed with bipolar disorder, she was actually relieved. "Growing up, I felt very, very depressed," she said. "Even though I was playing concerts and living out my dream, I couldn't tell you why I was upset."

After a family intervention, she sought treatment and learnt she has a mental illness. "I remember smiling and thinking great, OK, so there's not anything wrong with me as a person," says. "It's actually just a condition that I have and I can do something to fix it. I don't have to be like this forever." **S**



# Reception hosted by CMC

A Dinner Reception was hosted by CMC President Syed Jawaid Iqbal and his wife Zeba. It was attended by the Senate Chairman Mian Raza Rabbani as well as top PTCL leadership comprising Adnan Shahid, Syed Shahzad Shah and Imran Janjua.

The guest list was very impressive and diverse with a fair mix of politicians, diplomats, bureaucrats, the corporate world and the media along with senior CMC executives. It included Lt. Gen. (R) Moinuddin Haider (former Governor of Sindh), Imtiaz Ahmed Shaikh (Advisor to the Prime Minister), Irfan Khan Marwat (PML-N) and such PPP stalwarts as Mir Hazar Khan Bajarani, Nafees Siddiqui, Syed Naveed Qamar Shah and Makhdoom Rafiq-uz-Zaman.

Among the diplomats were H. E. Francois Dall'Orso (Consul General, France), Dr. Tilo Klinner (Consul General, Germany), H. E. Saad Bin Abdullah Al Mahmoud (Consul General, Qatar) and Najam-ud-Din Shaikh (former Foreign Secretary, Pakistan).

Also present on the occasion were Mohammad Zubair (Chairman, BOI), Pervez Ghias (CEO) and Ali Asghar Jamali (COO) of IMC, Atif R. Bukhari (President, NIB Bank), Munawar Hameed, OBE (former Chairman, ICI), Aslam Khaliq (former Chairman, Pakistan Tobacco), Aamir Karachiwalla (COO, UBL), Asif Ikram (CEO, SICPA), Magdi Batato (MD, Nestle), Dr. Mirza Ikhtiar Baig (Chairman, Baig Group), Hassan Ali Chanio (former minister), Anwar Rammal (President, JWT), Tariq Kirmani (former Chairman, PIA and MD, PSO), Wajid Jawad (former Chairman, TDAP), Waseem Haqui (former Chairman, BOI), Yaseen Lakhani (former Chairman, KSE), Zafar Khan (former MD, PIA), Zafar Masud (Chairman, Burj Capital and Board Member, SBP), Tariq Ikram (former Minister of State and Chairman, EPB) and Munir Kamal (Chairman, KSE and NBP).

The reception was also attended by Dr. Huma Baqai (IBA), Justice (R) Athar Saeed (former Judge of the Supreme Court), Anwar Maqsood (playwright and humorist), Arshad Mahmood (Director, NAPA), Arshad Zuberi (Business Recorder), Ali Hasan (Dawn), Qazi Asad Abid (Ibrat), Samad Ali (CEO, Jang Group), Erum Muzaffar (The News), Faisal Zahid Malik (Pakistan Observer), Riaz Mansuri (Women's Own), Asif Zuberi (Business Recorder), Amir Zia (former Editor, The News) and Syed Salahuddin Haider (former Minister, Sindh). ❏







Zahid Ghauri started his career in 1983 as an assistant photographer. He opened his own studio in 1990 catering to industrial, fashion, architectural and food photography. He has done shoots for the Pakistan Air Force, Pakistan Navy, PIA, Heavy Mechanical Industries and the Aga Khan Foundation, besides such categories as chemicals, automobiles, hospitals, the telecom sector, hotels, tobacco, beverages, detergents, the oil industry, etc. He has also shot heart bypass and orthopaedic surgeries. Zahid has travelled to Africa, Europe, the Far East, the Middle East and India for various photography assignments and has been teaching photography at Karachi's top art schools. Here he talks to Slogan in this exclusive interview:

**Tell us a little bit about yourself**

I started my professional career 32 years ago. My first job was with an advertising agency as an assistant photographer. My love affair with the camera lens has seen three passionate decades. It's been a career that started with a passion to create my own signature through the magic of lights and flashes. I clearly remember the day when I became an assistant photographer back in 1983. That was the beginning of the time I have spent traveling to explore the various realities of imagination. To start with, I was a raw talent like all other starters. I trained myself through my failures and success. My typical day used to be 18 hours long during my first 7 years when I learned the chemistry of expression and the art of still life. My passion for photography, my struggle and my utmost determination transformed the dreamer in Zahid Ghori. I soon realized that freedom is the fuel for an artist that keeps him going. Like any other misfit, I found myself confined in

**'I see life in frames.'**

*- Zahid Ghauri*



an environment where my potential was not being utilized to the fullest. Then, in 1990, I decided to start working independently and I launched my own business as an industrial, fashion, architectural and food photographer.

**What fascinates you most about photography?**

I always had an eye to see magic in the air. I always wanted to freeze time and collect that moment for others. This enthusiasm made me pick up the camera and it still creates the same longing in me.

**How would you describe your style?**

I am a combination of the vernacular and pictorial. In fact, my early work is more in the vernacular style though my inclination now is more towards pictorialism. I see life in frames - it is a sequence of continuously occurring happenings and that for me makes a situation or an event. To me there is one point in this motion that can be paused as a still and that is the frame which tells the whole story. My philosophy of photography has merged into another style which actually pays my bills. Commercial art is very demanding but always short in time so sometimes it is more of a "race against time" where time overrules everything.

**What types of camera do you use?**

I am in sync with Canon cameras and lenses. We understand each other very well. Man and machine should have the mutual respect and trust for each other. We are in a good team partnership. My camera can only speak the visual language and a single shot is worth a thousand words,

**Do you finish your photographs on computer?**

I think a camera is a more powerful gadget than a computer. I can finish a computer on my camera. I am sure a lot of computer brands are done on Canon.

**Where do you get your ideas?**

That is a trade secret, but I can always share it with you. I get them in the air. Empty spaces are not empty when I see them from my point of view. Life is a great inspiration - it is my idea consultant.

**What differences do you see from the time you started till now?**

I think the basic difference is the technology and the processing. Digitalization has made life much easier for our clients. The output and results are now more controllable than 30 years ago. Imagine you were taking this interview 30 years ago. The first challenge would have been contacting me. Today a cell phone has changed the concept of

communication. It applies to every profession and field.

**What would be your dream shoot?**

Shooting a dream, I think it is the most difficult question to answer. I can't define my dream, therefore it is a challenge to describe a dream shoot.

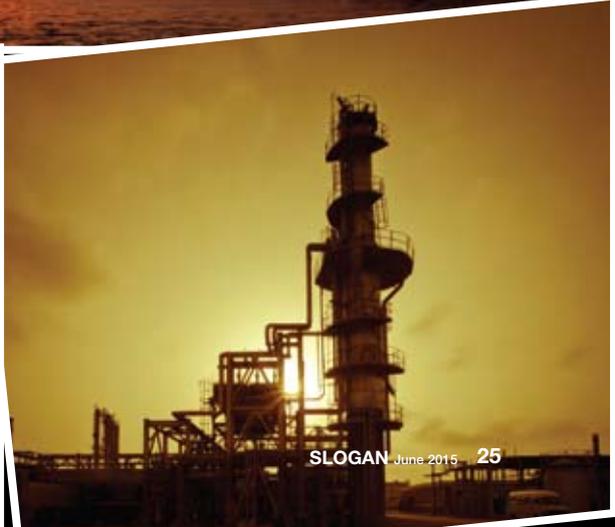
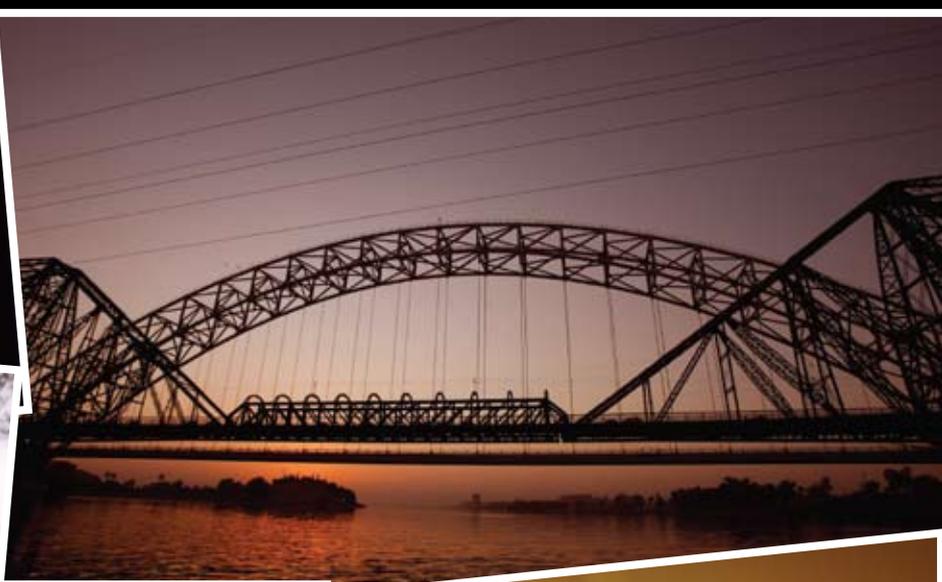
**What do you do when you are not shooting?**

Frankly, the time I get between two shoots is spent in planning the third one. But I always try to spend good quality time with my family and friends.

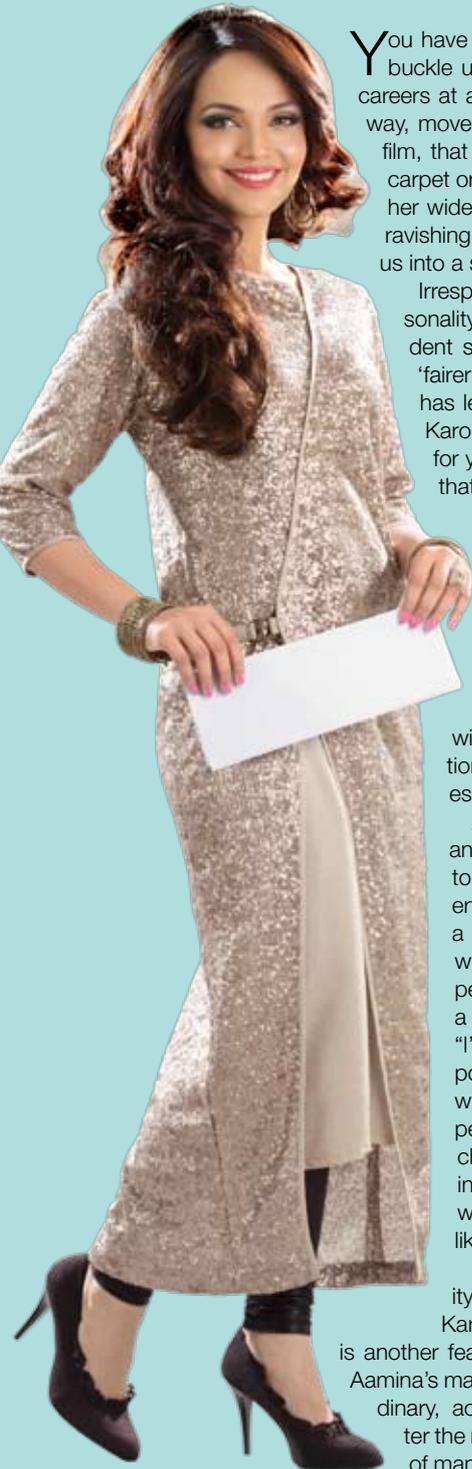
**Is there anything you would have done differently?**

Photography is a full-time job. It is not only time-consuming but needs greater physical strength to stay alert and active all the time. Sometime, even 24 hours are short. At the start of my career, I did not realize the intensity and gravity of this profession. It demands an unending pursuit and selfless dedication towards work. I should have kept photography as a fulltime hobby rather than a profession. My love for the camera reminds me of Mirza Ghalib's verse:

*Ishq ne Ghalib nikamma kar diyaa  
Varna ham bhi aadmi thye kaam ke* ❧



# ‘We need to be able to represent any character from any part of the world.’ - Aamina Sheikh

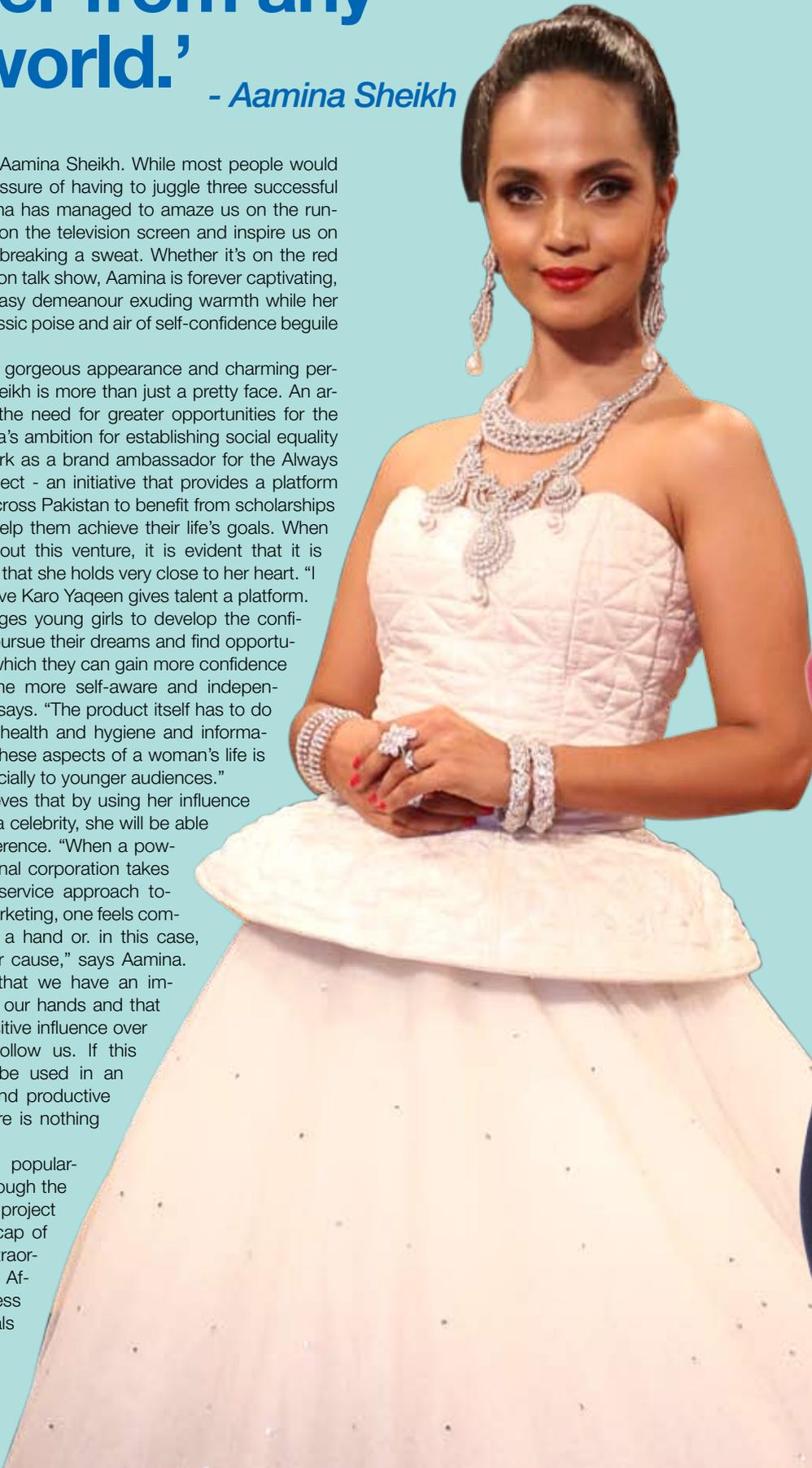


You have to give it to Aamina Sheikh. While most people would buckle under the pressure of having to juggle three successful careers at a time, Aamina has managed to amaze us on the runway, move us to tears on the television screen and inspire us on film, that too without breaking a sweat. Whether it's on the red carpet or on a television talk show, Aamina is forever captivating, her wide smile and easy demeanour exuding warmth while her ravishing features, classic poise and air of self-confidence beguile us into a state of awe.

Irrespective of her gorgeous appearance and charming personality, Aamina Sheikh is more than just a pretty face. An ardent supporter of the need for greater opportunities for the 'fairer sex', Aamina's ambition for establishing social equality has led her to work as a brand ambassador for the Always Karo Yaqeen project - an initiative that provides a platform for young girls across Pakistan to benefit from scholarships that ultimately help them achieve their life's goals. When speaking about this venture, it is evident that it is something that she holds very close to her heart. "I really believe Karo Yaqeen gives talent a platform. It encourages young girls to develop the confidence to pursue their dreams and find opportunities from which they can gain more confidence and become more self-aware and independent," she says. "The product itself has to do with women's health and hygiene and information regarding these aspects of a woman's life is essential, especially to younger audiences."

Aamina believes that by using her influence and power as a celebrity, she will be able to make a difference. "When a powerful multinational corporation takes a community service approach towards their marketing, one feels compelled to lend a hand or, in this case, a face, to their cause," says Aamina. "I've realized that we have an important tool in our hands and that we have a positive influence over people who follow us. If this channel can be used in an inspirational and productive way, then there is nothing like it."

The mass popularity attained through the Karo Yaqeen project is another feather in the cap of Aamina's many, rather extraordinary, achievements. After the roaring success of many of her serials



including Daam, Piya Re, Maat and Shikan, Aamina is currently basking in the fame resulting from her serials airing back-to-back on a popular Indian television channel, which has helped create a massive fan following. It's a level up in her pursuit towards artistic prowess. "For an artiste, there is a certain thrill in reaching a

larger audience and exploring new territory," she says. "This initiative is certainly a major step in the right direction. Now that Pakistani stories are entering Indian homes, it has helped create space for cultural awareness as well as clear away common misconceptions."

Film is yet another avenue where Aamina has managed to attain critical acclaim. Her powerful performances in both Seedlings and Josh, particularly her on-screen chemistry with real-life husband Mohib Mirza, have caught the attention of many a movie buff. Her role in the action thriller O21 highly upped viewer interest, cementing her status as a bona fide movie star.

No matter what she may have you believe, life wasn't all hunky dory for Aamina. Her first brush with the media was far less glamorous than one can imagine. "I remember I used to be so broke that I would just go by places and sort of make a mental note of things that at that time I could not afford," she remembers. One particularly gruelling assignment she undertook for a weekly stipend of \$100 involved SpongeBob Square Pants, a popular cartoon character amongst children. "For three months, I used to scan and colour every single bit of SpongeBob," recalls Aamina. With a laugh, she adds, "That dude has a million colours on him!"

Hardly something you would expect considering she studied for four years at Hampshire College pursuing her undergraduate degree in Film Studies, which, by the way, was a rather strong bone of contention for her family, particularly her father.

"I was studying film and my dad used to tell people keh haan yeh tou computer graphics parh rahi hai."

(Yes, she's studying for

a degree in computer graphics). The resistance from her family continued well into her career and was a major feature in her decision to come back to Pakistan. "Performing arts was considered foreign territory," she explains. "My dad kept telling me to go for fine arts, saying, 'You're much better off doing something like this'."

The train of challenges continued after she came to Pakistan and undertook a weekly television programme on Geo, where she was responsible for working three to four cameras, directing 30 children and the host, her future husband, Mohib. "In Pakistan, your production team is made up of 20 people who all come from different places, have different mindsets and who are all men who use a certain kind of lingo," explains Aamina. "To understand that and not be the person jo amreeka se parh ke aye hai aur pata nahi kya samajhte hai apnay aap ko (a person who has come after studying in America and thinks too much of herself) and execute a production was something I learned at my two years at Geo."

Her toughest challenge? Working with Mohib. "We started on pretty much opposing sides as I had come to change the direction of the show whereas he was comfortable with it the way it was," recalls Aamina. "However, with time I began to trust him and frequently asked him for advice as I was so lost with how things worked here in Pakistan." Aamina describes Mohib as an anchor and a great support system as he has been with her through all the struggles at the beginning of her career and continues to support her through all of her endeavours. "It's a huge blessing to have a partner that understands what you do, who understands your passion and doesn't hold you back," says Aamina. "Mohib always had my back during the time I struggled with resistance from my family in relation to the crazy work schedule I had. I believe this is the key in our relationship, that we explore and are a part of the journey together."

Aamina believes her triumphs in both the television and film genre are a product of her strong conviction in the need to branch out and not hold back. "In today's world, it is impossible to bind an actor with geographical limitations," says Aamina. "We need to rise above these lines and, as actors, be able to represent any character from any part of the world." With her career showing no signs of slowing down, Aamina is in fact content with much of what she has achieved and has no regrets. "You set targets and try your best every single day to achieve them," she says. "Before, I had so many questions. Now, while I still don't have the answers to many of them, I feel that I am in a better position to approach them."



# The Glory of Muhammad Rafi

By Sirajuddin Aziz

Muhammad Rafi was born in Amritsar. He later moved to Lahore where his father ran a men's salon. The talent in Rafi was spotted by his elder brother's friend, Abdul Hameed, who persuaded the family to let Rafi move to Mumbai (Bombay then) in 1944. He sang a K.L Saigol song in his first public appearance at the age of 13 in Lahore. Rafi also appeared in two films. He was initially influenced by the singers of that era, notably K.L Saigol and C.M Durrani. With the latter he sang a few duets too.

The Rafi-Naushad team was a superhit as it produced songs for films all the way from Bajju Bawara to Mere Mehboob. S.D Burman perfected Rafi as the singing voice of Dev Anand and Guru Dutt. Rafi also enjoyed great personal and professional rapport with Shankar Jaikishan (Junglee, Suraj, etc.), Ravi (Chawdveen ka Chand, Neel Kamal), Madan Mohan, partnership that led to such classics as 'Teri ankhon ke siwa', 'yeh dunya yeh mehfil' and 'tum jo mil gaye ho'. O.P. Nayyar was once quoted as saying, 'If there had been no Rafi, there would have been no O.P. Nayyar.' The Rafi-OP songs in films like *Naya Daur* (1957), *Tumsa Nahi Dehka* (1957) and *Kashmir Ki Kali*, were all-time Binaca Geet Mala hits.

Rafi sahib's voice had amazing versatility. He changed the tonality, sound, bass and rhythm to suit the requirements. He made a special effort to ensure that his voice suited the on-screen actor. For Rajendar Kumar there were such melodious hits, 'Mere mehboob tujhe meri mohabbat ki kasam' (Mere Mehboob) or the Filmfare award winning song from Sooraj, 'Baharon phool barasao mera mehboob..' Rafi's sweet tone and clear voice matched the typical line delivery of Dilip Kumar for whom he sang several hit songs ranging from 'Maang ke saath tumhara' (Naya Daur) to 'Aaj ki raat mere dil ki salaami le le..' (Ram aur Shayam). Rafi very ably used to change his mellow and smooth voice to suit Shami Kapoor's boisterousness. Whether it was 'Yahoo! chahe koi mujhe jungle kahe..' (Junglee) or 'Aasman se aaya farishta..' (An Evening in Paris), for the audience it Shami Kapoor singing!

Muhammad Rafi was naturally endowed with musicality and melodic innovation. For Dev Anand he sang very differently. Amongst

the many, the most popular songs were 'Tu kahan ye bata...' (Tere Ghar Ke Saamne), 'Din dhal jaye' (Guide), 'Hum bekhudi mai tum ko pukare chale...' (Kala Pani) and the most lilting, 'Tere mere sapne' (Guide).

Guru Dutt's first choice for male playback singing for himself and for his movies was only Rafi sahib. 'Chawdveen ka chand ho..' is still sung by the young and old. Rafi's numbers in CID (Ankhon hi ankhon mai ishara ho gaya) or in Mr. & Mrs. 55 (Keh do jee keh do is dil mein...) were tremendous hits of that era.

Lata recalls in many of her interviews of how her misunderstanding with Rafi sahib developed, ultimately leading to their not singing together for a good three years. "Talat sahib, Mukesh bhaiya and I used to discuss this issue of royalty. All of us agreed that today our voices are in top form and money keeps rolling in but who can predict what is in store for us tomorrow?" Lata says.

The recording companies reacted against this ganging up of singers. Some agreed to pay, some flatly refused. They approached Rafi sahib and persuaded him not to join the bandwagon. Lata tried her best to prevail upon Rafi but in vain. Much later, Lata said in an interview, "One day, Mukesh Bhaiya took me for a drive in his car and explained everything. He said that while Rafi sahib was a well meaning soul - he did what he said and said what he did - but some others were a bunch of two-timing squealers who readily agreed with us and then quietly slinked away for a recording behind our backs. Thus an effort was made to create two factions in our association and it even succeeded." The result was that music lovers were denied three long years of duets by the two geniuses.

Following rapprochement, Lata and Rafi thumped back in 1964 with 'Jo wada kya who nibhana pareyga..' in Taj Mahal. What a success this lilting number was! Lata's poignant gesture to the memory of Rafi sahib was that in every program she appeared after his fading away, she would sing this song in his memory. Lata has sung the highest number of duets with Rafi sahib, 440 in all, followed by Kishore Kumar which are only 327.

'In search of Lata Mangheskar' - a biography by Hirish Bhimani, the writer, speaking of Rafi Sahib, remarks, "Rafi- a humble, God-fearing, family loving man.." Rafi associated well with his contemporaries, singing duets or singing for them. It is believed that after

several failed retakes by Kishore Kumar of the song 'Ajab hai daastan teri aye zindagi..' the song was given to Rafi at the behest of Kishore, who remarked, 'Rafi sahib will sing this one better than me.' Similarly, he sang with many contemporaries like Talat, Manna Dey and Mukesh.

The mellifluous, euphonious, musical, sweet and dulcet voice of Rafi was used by a galaxy of renowned musicians and composers like Shankar-Jaikishan, O.P Nayyar, Naushad, Lakshmikant-Pyarelal, Kalyanji-Anandji, S.D and R.D Burman, Anil Biswas, Chandergupt and Hemant Kumar. Some of the famous songs of Rafi are, 'Din dhal jaye raat na aye' (Guide), 'Suhani raat dhal chukee' (Dulari), 'Le ke pehle pehle pyar' (CID), 'Likhe jo khat tujhe' (Kanyadaan) 'Ye ankhen uff yumma..' (Jab pyar kisi se hota hai) and of course the classical (although he wasn't trained in classical music) 'Madhuban mai Radhika nache re..' filmed on Dilip Kumar in the film, 'Kohinoor.' The duet with Lata, 'Do sitaron ka zameen par hai milan aaj ki raat..' is a rare gem of Indian film music.

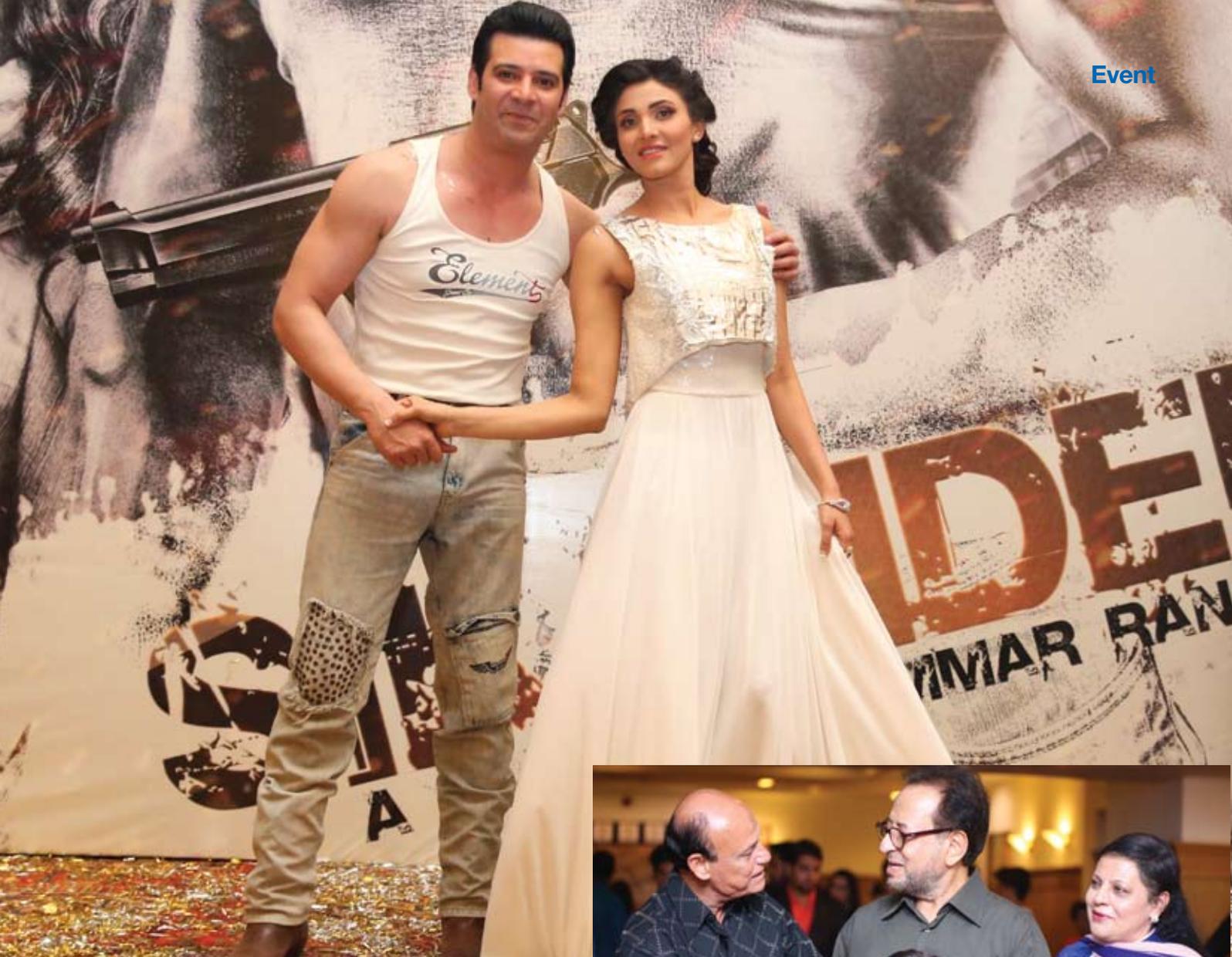
Many of his songs became a signature for the actors he sang for like 'Chalkaye jaam' (Dharmendra), 'Yahoo, Chahe koi mujhe, (Shammi Kapoor), 'Likhe jo khat tujhe' (Shashi Kapoor) and 'Aane se uske aaye bahar' (Jitendra). Rafi earned several awards, including the prestigious 'Filmfare award' seven times.

When Rajesh Khanna acquired the superhero status in the mid-seventies, he found Kishore's voice more suitable for his screen image. Rafi Sahib went under a cloud but only a few years later, he roared back with songs like 'Kya hua tera wada' (Hum kisi se kum nahi), 'Main ne poocha chand se..' on Feroz Khan (*Qurbani*) or 'Ye jo chillman hai..' He was an amazing singer.

July 31, 1980 - a Thursday night in the holy month of Ramadan, Lata is informed by a journalist that Rafi Sahib has passed away and Lata in a sad tone reacts, 'What can I say? I cannot fathom whether the moon has set in the sky or the sun has set on the horizon of film music?'

Whatever it is, Rafi Sahib wherever you are, to quote from the same melodious number, 'Chawdveen ka chaand ho ya aftaab ho... jo bhi ho tum khuda ki qasam lajawab ho...' You are and you were lajawab. ❏

The writer is a leading banker.

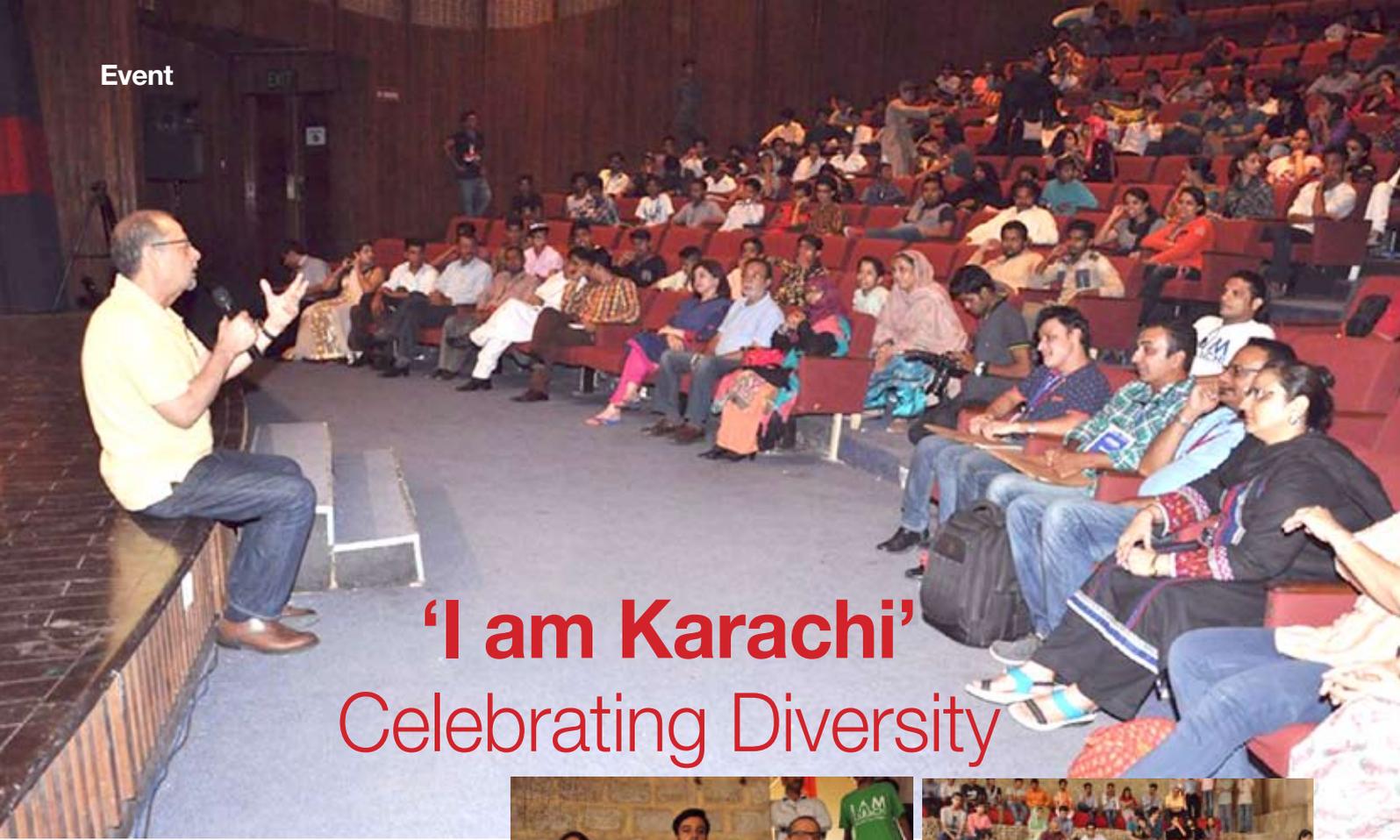


# Rana is launched

Actor Moammar Rana is all set to direct a film called 'Sikandar.' The lead female actor in the film will be Haya Sehgal, a former fashion model. The film was launched at a ceremony in Karachi on May 30, attended by film and TV personalities, dress designers and media people.

Talking about the film, Moammar Rana said it would be a real tear-jerker, with the story revolving around the role of the mother in a person's life. 





# 'I am Karachi'

## Celebrating Diversity

Ask any Karachiite what they think of their city and they will tell you there is no city quite like this one. One would be hard-pressed to find a Karachiite who doesn't feel a close affinity with the city, in spite of the problems that plague the metropolis. Many Karachiites find themselves directionless when they want to follow a path for the better of the city.

This is where the 'I am Karachi' festival comes in. A city-wide movement led by the civil society and the people of the city, I am Karachi aims to help citizens get a feel for their city and restore peace and harmony.

This year's campaign kicked off with a week-long youth festival at the Arts Council in March where people between the ages of 15 and 29 were encouraged to participate in various competitions, ranging from photography to theatre and from singing to essay writing.

Apart from promoting young talent, the I am Karachi campaign also aims to reclaim the city's public spaces while increasing public awareness and promoting advocacy. By reclaiming public spaces, the campaign hopes to encourage dialogue and cultural and artistic endeavours in the city. Thus, special attention was paid to World Theater Day in the campaign marked by various performances (including two short plays, skits and patriotic songs), all held at the Arts Council.

The Karachi Day planned at Frere Hall on April 26 was dedicated to activist Sabeen Mahmud who was shot dead on April 24 outside The Second Floor (T2F), a project she had started to create an open space for people where they could share their ideas.



Karachi Day was a conclusion to I am Karachi's activities geared to the reclamation of public spaces (recycling, city cleaning and tree plantation). The heritage building featured food stalls, I am Karachi merchandise corners, selfie booths, a pledge canvas and a play area for children. The most fascinating aspect of the event was the 'I Am Karachi' map, which was an apt depiction of the diversity of Karachi. The areas in Karachi were marked in numbers on the map and

people were asked to put a sticker on the area where they live. It turned out that the crowd had showed up from as far as Gadap Town, Lyari, Korangi and Orangi Town.

Meanwhile, the second episode of the I am Karachi Youth Festival was scheduled to begin in the last week of May. Registration forms for participants had been made available online and people who could take part in various competitions were divided into ten categories. Training workshops were also arranged for participants to further hone their skills and provide equal opportunities to youth from all over the city.

Through the movement, said a spokesperson of the campaign, one hopes Karachi's lost glory could be restored and the city could once again become the hub of performing arts, culture, theatre and dialogue – a testament to the city's diversity and togetherness.

## 3 Bahadur arrive

The much-awaited Pakistani animated film, Teen Bahadur, finally got on to cinema screens and was received with great excitement by children and adults alike. The first animated film to be made in the country, Teen Bahadur is the story of three brave children - Amna, who has the power of speed, Kamil, who has super-sharp hearing and Saadi, who is exceptionally good at maths and physics. They are on a mission to rid their town from Mangu, an evil character.

Seen as Pakistan's answer to Cartoon Network's PowerPuff Girls, the 90-minute film has pulled massive popularity, with many people flocking cinema houses to watch the antics of the three kids. Young faces beam with excitement and pride on seeing their superheroes while adults are happy that at last here are animated characters that they can call their very own.

Pakistan's animation industry may be at a nascent stages but it is at least it is now going somewhere with Teen Bahadur. The animation may be stilted and not as slick and smooth as what appears in Hollywood productions but at least it is locally done animation and, despite all its faults, even the ingress of the film's sponsors ever so frequently in the visual narrative, the eternal contest between good and evil is presented in a gripping manner.

It's also encouraging that the film's promoters have developed proper merchandise and the characters can be seen on roads and in other public places, which creates an atmosphere of ownership all around. They distributed colouring books and T-shirts in schools and there was even a smartphone game based on the film available for download.

It is true that Pakistani kids and youth

have lacked role models to look up to. Safeguard Soap's Commander became popular for this reason and since it was a slicker rendition of animation as compared to what is seen in other ads, it caught on to children's' imagination rather quickly, with the brand taking full advantage of the marketing exposure.

Teen Bahadur has gone a step further by firing the young imagination through a full-length feature film where the three intrepid kids represent the ideals of every Pakistani child.

The film has been directed by Sharmeen Obaid Chinoy and produced by Wadi Animation. Other prominent people include Ayy Khan, Jawaid Sheikh and Shehroze Sabzwari. All of them lent their voices to important characters in the film and also played their part in getting the storyboard and animation off the ground. **S**





## Piku – Mainstreaming Everyday Life

FILM

In an age when people choose individualism over family bonds, Shoojit Sircar attempts to tell a story long forgotten. No one vouches for domesticity. And yet, that is exactly what Piku is all about. It's a story of a modern woman, who's not into ambition, social media or friends. Her focus is her father. It's a long lost thought. And yet, in a brave and poignant choice, a filmmaker is trying to recreate this old school concept.

It is the story of an average girl in a big city. Only, this remarkably familiar character is not vying for top professional honours or pining for the affections of a man. Rather, her day starts and ends with the whims and fancies of her eccentric father. As a result, the rest of her life, which includes her most modest aspirations and desires, takes a back seat. There is an underlying sense of frustration, but even that is so subtle you'll barely notice.

Perfectly nuanced is the operative idiom. The way Piku discovers her own feelings and of those around her in the most understated manner is what makes the film so endearing. Even when the unlikely romance between Irrfan and Deepika Padukone comes into the picture, it maintains a delicate craftiness. It is pure pleasure to watch such sublime cinema.

Piku is a well-made, well written and emotionally adept film. The crux of the movie is the interpersonal relationships between its characters. The duo of Piku and her father Bhaskar (semantically correct Bhaskor) stand out. They're weird but totally relatable and charming. Their chemistry fuels the actual drama in the movie. The odd but cute romance between Piku

and Rana spices things up but not in the traditional sense. Their's is more like an everyday affair. It's hardly dramatic but very likeable and natural. And then you have the energetic Piku's aunt. Every character feels like a person you've known.

One of the most obvious features of Piku is its talent on display. The cast includes Amitabh Bachchan, Irrfan, Deepika Padukone, Jisshu Sengupta and Moushumi Chatterjee. Performances by every member are sufficiently up to the mark. But at the end of the day, the entire process of telling the story comes down to subtlety. None of the actors play it out loud. Instead, you have deft moments where mere expressions and silences convey so much. Deepika's performance in particular hits the right notes, tones and melodies. She's the anchor of the film. Irrfan gives a perfectly nuanced act, the highlight of which is his charming way with witty dialogue. Bachchan's impressive performance drives both Deepika and Irrfan to up their game. His portrayal of a peculiar old man is high on humour and drama. The impromptu singing, the awkward dancing and the senile behaviour make his performance flawless and fun.

Piku is Shoojit Sircar's film. It's his way of celebrating forgotten cinema by Bengali greats. Whether it's the music of Anupam Roy, the crisp editing or even the artistic frames captured by the cinematographer, the film openly harks back to the good old days of Satyajit Ray and Bimal Roy. It takes the most ordinary situations from daily life and churns out the kind of drama that's missing from modern mainstream cinema. ✂

– S.W.

## Now Tere Bajon

It has been a while since we've had the privilege of hearing any good Pakistani music, what with the prevalence of Indian film songs on what is left of our local music channels. Now, though, it seems that Pakistan's flailing music industry has finally managed to catch a lucky break.

Jal the band, featuring original band member Gohar Mumtaz along with new additions, Saad Sultan and Kenneth Zeerak, recently released the video of their latest single, Tere Bajon. Produced by Azaan Sami Khan of O21 fame, the video has been shot in Karachi and features Gohar Mumtaz and model Anam Ahmed. Showcasing interesting shots of what is most commonly known as 'Old Karachi', the video follows Gohar impersonating the driver of a beautiful actress (Anam) and them spending time with each other. The video then rounds off with a rather unexpected ending, however still managing to retain its flavour of serenity without leaving one with a bad taste in the mouth.

Upon seeing the video, one can feel a sense of hope of the



revival of Pakistan's music industry. The music represents the original feel that is normally associated with Jal's songs while the video, featuring with great cinematography, has been expertly shot, all the while maintaining a strong connection between scenes and thereby not leaving the viewer at a complete loss. After a 3-year hiatus, Jal has come back strongly with this video and it is expected that there will be much more to come from the band. ✂

– MF

# Not quite there

Produced by iDCreations, the Kenwood DC Inverter Khush Raho campaign's latest TVC about an inverter AC follows the same problem-solution approach seen in the production house's other commercials. The 75-second commercial has been directed by Zaheer Uddin while the agency behind it is Arey Wah.

The ad opens with a woman complaining to her husband that her clothing business isn't doing as well as she had hoped. She laments the lack of buyers to which her husband responds by telling her to try harder the next time. This irks the woman who lashes out at her husband saying he is hardly encouraging. As she walks away, someone calls to tell her all her outfits got sold. She turns back to cast a meaningful look at her husband and then goes off with a decidedly smug grin on her face. Meanwhile, the husband calls his friend (his partner in crime who bought the outfits on his behalf) and chastises him for buying them all.

So what's the message here? You have extra money in your pocket to splurge because Kenwood's inverter AC gives you massive savings on the power bill.

There is no doubt the commercial has its appeal – the situation created is realistic and the overall message conveyed is right on the money. As with the *Homage* series ads, the Kenwood TVC is funny and insightful but unlike the earlier series, the link established between the storyline and the product isn't as strong. In an interview given last year when the *Khush Raho* campaign was launched, a spokesperson for R&I appliances (responsible for launching Kenwood products in Pakistan) said the idea was to establish an emotional connection that consumers tend to build with brands – to help them see that Kenwood appliances are for the whole family and an integral part of the household. This time, however, the emotional link isn't entirely relevant to the concept of savings. It is an indirect message which is a risky proposition because it can easily backfire.

Production-wise, the ad fares really well. The actors are entirely believable in their roles as husband and wife and most couples are likely to relate to their banter. The editing is crisp and the striking colours used definitely stand out. Having said that, one wishes the agency had spent time developing a better concept for this TVC because this one is not really a home run. Better luck next time.

Arey Wah but for now, it's back to the drawing board. ❌

– S.W.



CAMPAIGN



# Where is telco advertising going?

By Mahrukh Farooq

Most telecom brands still occupy a significant portion of airtime on television as one can see by simply flicking through the plethora of channels available. During prime time, before and after the news update and in between commercial breaks for a live event, advertisements for some of the country's top telecom brands, namely Ufone, Telenor, Mobilink, Zong and Warid can be seen several times in a day. The objective is to ensure that a mass number of people are able to view and retain the message of the ad, thus ensuring brand recall.

So far, this practice seems to have worked well for the telecom industry. According to an annual report published by the Pakistan Telecommunication Authority (PTA), total teledensity in the country reached 79.6%, registering a healthy annual growth of 5.8% by the end of the FY2014. Annual revenues from the telecom sector reached an estimated Rs. 465 billion during that year, registering an annual growth of 5.6%.

Yet, in spite of the many leaps and bounds made in television advertising, its success presently seems to be waning. Now, all the talk is about digital media; how the Internet has integrated itself within people's lives and has managed to successfully replace the former king of information dissemination as the most preferred medium for news, etc. According to Warc, an online service offering the best insights on advertising, at the begin-

ning of 2015, the medium in which the total advertising spend was expected to grow the most was the Internet, that too, by a whopping 16%. Television, on the other hand, was expected to grow by a meagre 2.5%.

One can see the appeal associated with television advertising though. A tool that allows a brand to reach a mass audience in virtually no time at all, that too, through the most convenient means possible, has its advantages. Ever since the television set, best known as 'the idiot box', was first displayed at the New York World Fair in 1939, it has quickly managed to establish itself as perhaps the most popular medium of information. Marketers at that time suddenly found themselves exposed to a variety of options with the advent of television as they were able to reach a mass audience through the use of moving pictures and live sound that was transmitted right into their homes. What better way there could be to convey their desired message? Radio also transmitted 'live' sound but the advertising message was not accompanied by pictures.

As more and more households welcomed the biggest wonder of human technology at the time, advertising expenditures on TV grew. In 2010, advertisers in the U.S alone spent a total of \$59 billion on TV, according to the marketing industry website, Emarketer. Back then, it seemed as though we had reached the absolute peak of our growth as a race. Yet, according to London-based research house, CM Research, even though

TV advertising still accounts for nearly 33% of the \$550 billion global advertising market, almost every company and tech giant has their eyes set on the digital TV market. Today, if a company like Apple or Google were to release an internet TV product online, it is much more likely to catch on thus resulting in traditional TV advertisers losing out on their piece of the pie.

Consequently, telecom companies began to realize the importance of digital media and its popularity amongst a wide audience spectrum, mainly due to its ability to offer easy viewing of information and entertainment without frequent interruptions. Thus, many began investing in advertising on digital media in an attempt to reap its benefits. According to a report published by Vdopia, for the latter half of 2014, telecoms put in nearly 77% of their mobile spend in video and rich media.

A number of telecom companies in Pakistan have also begun shifting up to 15% of their TV ads to digital channels, a statistic highlighted by a study conducted by the Internet Advertising Bureau. The study points out that Pakistanis spending a significant portion of their time online would be at least 25% more likely to recall a telecom brand if their ad were to be advertised on digital media. This is why an increasing number of telco companies now have pages on Facebook and Twitter through which they are able to interact with their customers and thus create a favourable image of the brand. ■

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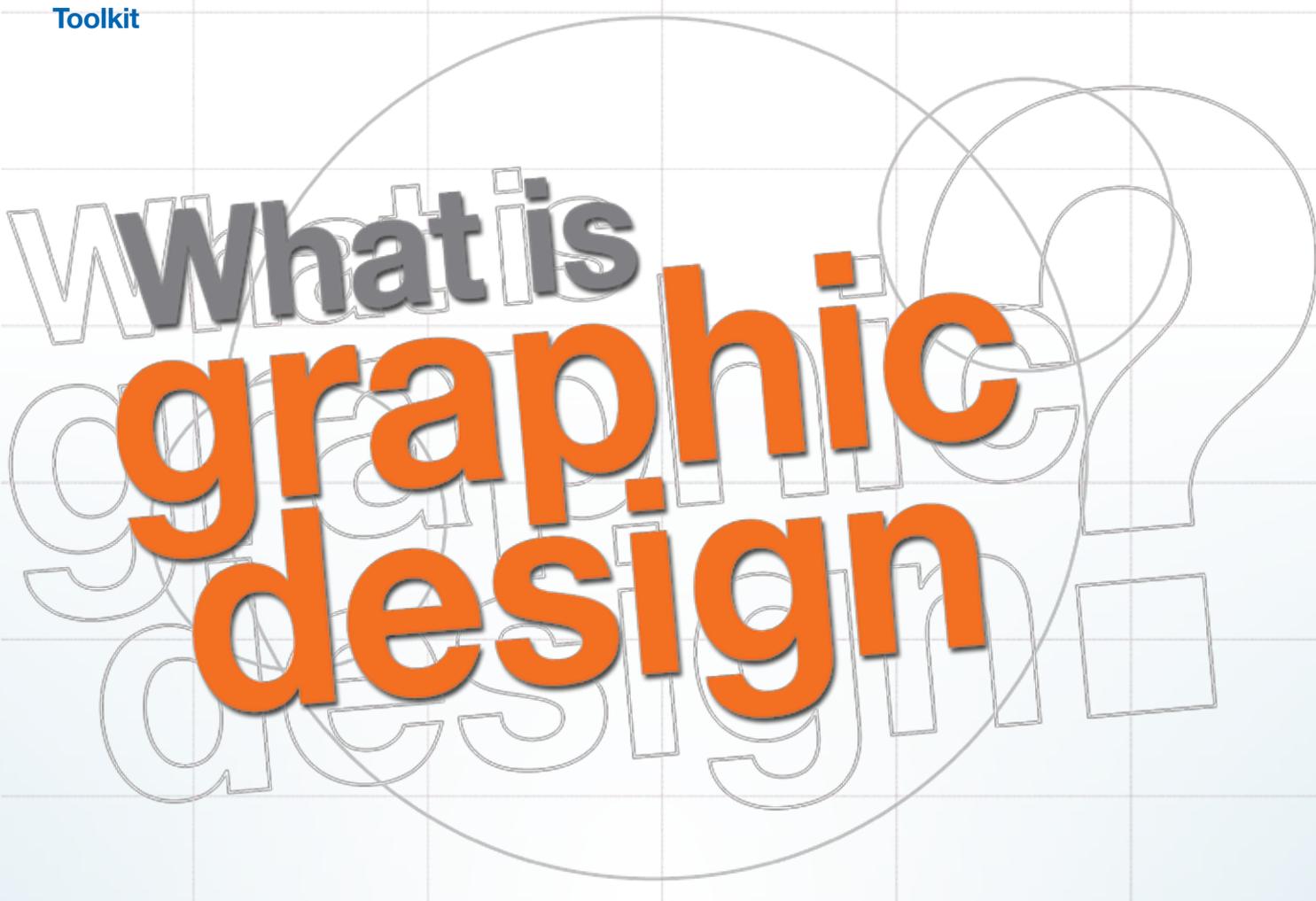
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# What is graphic design?

Graphic design, also known as communication design, is the art and practice of planning and projecting ideas and experiences with visual and textual content. The form of the communication can be physical or virtual, and may include images, words, or graphic forms. The experience can take place in an instant or over a long period. The work can happen at any scale, from the design of a single postage stamp to a national advertising campaign. It can also be for any purpose, whether commercial, educational, cultural, or political.

The best graphic design is the one that's meant to be experienced in an instant, is the easiest to recognize and has been around the longest. For over a hundred years, designers have arranged type, form and image on posters, advertisements, packages and other material, as well as information visualizations and graphics for newspapers and magazines. Motion graphics are equally predetermined and crafted, but are meant to be experienced over a fixed time span, such as for the opening credits of a film or an online video.

The design of books and magazines also has a long history. Whether These are objects that are meant to be enjoyed over time, during which the reader has control over the pace and sequence of the experience. In books, the content usually comes before the design, while in magazines, the design is a structure that anticipates written and visual

content that hasn't yet been created. Some commercial websites or exhibition catalogues also fit in this category, as do digital or physical museum displays that show information that doesn't change. All have fixed content, but the user or reader determines their own path through the material.

Many designers also produce systems that are meant to be experienced over time, but aren't confined to the making of objects. Wayfinding, which is a form of environmental graphics, refers to the branding and signage applied throughout and on buildings. While each sign or symbol in a public or private building is a work of design, they're all part of a larger system within the building. The design of the system—the relationships between all of those parts—is where the designer brings value. Similarly, while all of the artifacts of a commercial or institutional brand, such as a business card, sign, logo, or an advertisement are individual expressions of design, how those are experienced together and over time is the design work. No part of it has been created without considering the others, or without thinking through how a target customer will encounter and then develop a relationship with that brand.

Designers are also responsible for interactive designs where the content is fluid, sometimes changing minute to minute, as well as interfaces that help users navigate through complex digital experiences. This

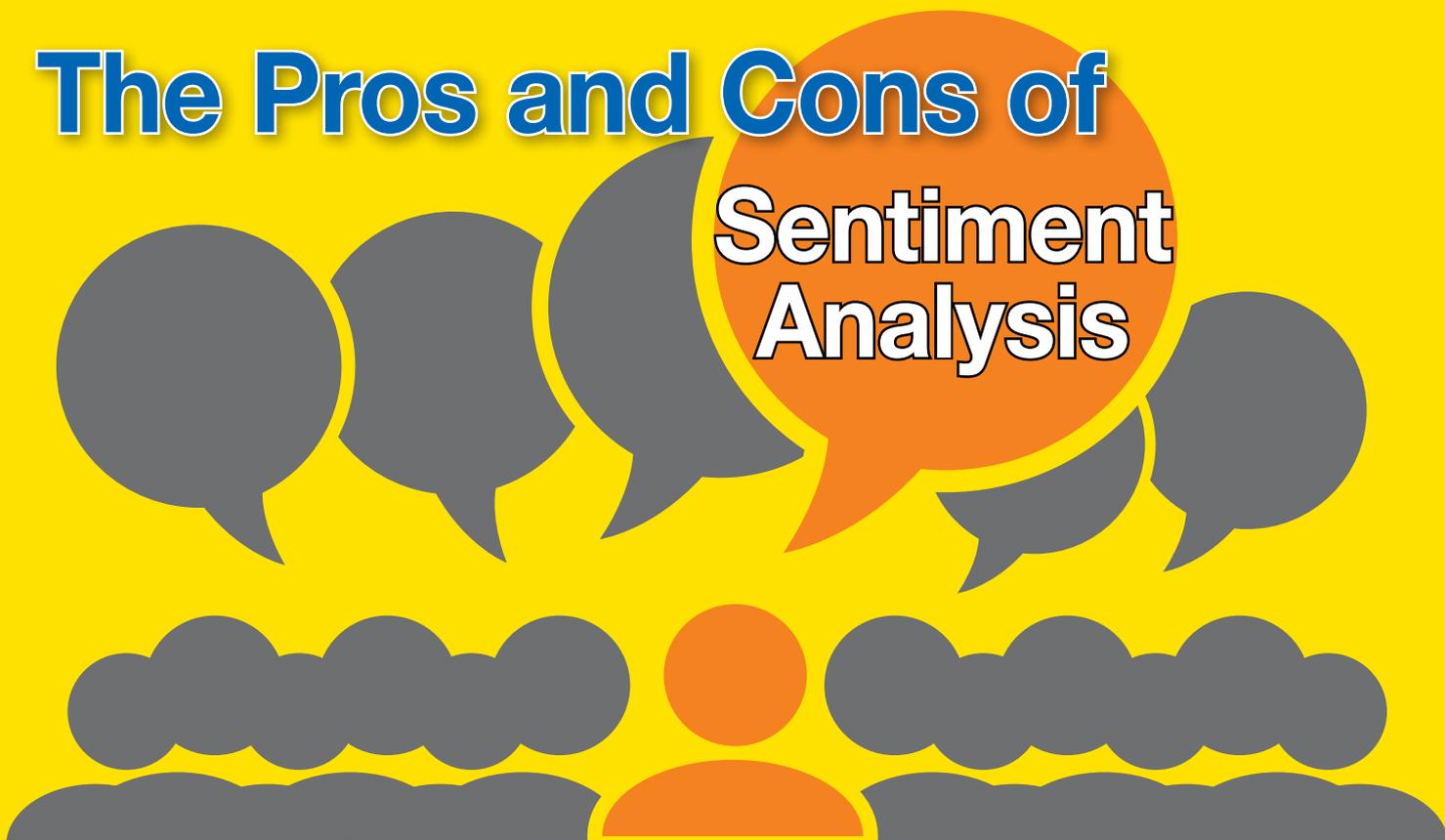
work differentiates itself by adding another element: responding to the actions of the viewer. Editorial design for web and mobile is the most tangible example of content-driven work in this area, including publication websites, mobile apps and blogs.

Some design involves the presentation of streaming information, also known as data visualization. Other designers work on digital products, which are digital services or platforms that can be brought to market. Product design for web and mobile is related to software design. Sometimes different designers work on the user interface design (UI), which mostly refers to the individual layouts of pages, and the user experience design (UX), or the total experience of the user as they move through a website or app.

Type design carries aspects of almost all of these things. While the form of a single letter has meaning, a typeface, like a brand, is also composed of the relationships between characters that work together to create meaning. And like software, typefaces are licensed and can be installed on individual computers.

Depending on the scale of the context in which a designer works, the work may include one, some, or all of these things. Larger companies, agencies, teams, or studios may lean towards specialization, while smaller studios and groups may need to have each individual capable, if not an expert, in multiple areas. 

# The Pros and Cons of Sentiment Analysis



Sentiment Analysis is under deep scrutiny these days. After the initial enthusiasm about the concept and the flood of many tools trying to measure Sentiment, many professionals are disappointed now and are left searching for better ways to measure and apply it to business problems.

At a recent Social Media & Web Analytics conference attended by people from big tech companies such as LinkedIn, Twitter and Yahoo, there was a clear consensus that Sentiment Analysis is problematic and inaccurate.

Emerging terms, negation, sarcasm, word roots (stemming), sentence completeness, term frequency, semantic ambiguity, lack of context and differences in topic categories, among others, are issues undermining the accuracy of the Sentiment metrics currently used.

Some users of Sentiment Analysis are trying to go beyond simple counts of positive, negative, and neutral comments. They want to measure how strong the sentiment is using while others try to identify human emotions expressed in those comments.

Some companies are even trying to use Sentiment as one more variable to consider together with others in the context of the business problems they face. Many examples were presented showing that this metric

could be used to:

- Increase customer retention
- Resolve customer experience pain points
- Identify what customers like
- Optimize customer service by matching customer service representatives with customer issues they are best prepared to handle
- Optimize pricing
- Measure social media ROI

The frustration with the current state of Sentiment Analysis keeps driving the development of better tools that would allow extracting insights from unstructured data faster and in a more cost-effective way. They can become powerful tools in the hands of market researchers when faced with analysis of qualitative data and open-ended survey questions.

What is Sentiment Analysis

Sentiment analysis (also known as opinion mining) refers to the use of natural language processing, text analysis and computational linguistics to identify and extract subjective information in source materials.

The rise of social media such as blogs and social networks has fueled interest in sentiment analysis. With the proliferation of re-

views, ratings, recommendations and other forms of online expression, online opinion has turned into a kind of virtual currency for businesses looking to market their products, identify new opportunities and manage their reputations. As businesses look to automate the process of filtering out the noise, understanding the conversations, identifying the relevant content and actioning it appropriately, many are now looking to the field of sentiment analysis.

Generally speaking, sentiment analysis aims to determine the attitude of a speaker or a writer with respect to some topic or the overall contextual polarity of a document. The attitude may be his or her judgment or evaluation, affective state (that is to say, the emotional state of the author when writing), or the intended emotional communication (the emotional effect the author wishes to have on the reader).

A basic task in sentiment analysis is classifying the polarity of a given text at the document, sentence, or feature/aspect level — whether the expressed opinion in a document, a sentence or an entity feature/aspect is positive, negative, or neutral. Advanced, “beyond polarity” sentiment classification looks, for instance, at emotional states such as “angry,” “sad,” and “happy.”

## Corporate Moves



**Siraj Subhani** has taken over Engro Corporation as its new President and Chief Executive Officer.

**Irfan Wahab Khan** has been appointed as Deputy CEO at Telenor Pakistan in addition to serving as Chief Marketing Officer.



**Cindy Diamond** has been promoted to Group Sales Director at Mediamark, South Africa.

**Grant Rightford**, managing director of Redworks SA, will assume the role of Managing Director at Geometry Global, South Africa.



**Leonardo Manne** has been appointed Senior Vice President at Trace Media for the Southern African region.

**David T. Shapiro** has been appointed Executive Vice President and General Counsel for Vail Resorts, USA.



**Karim Ladil** will manage the Jannah Place, Dubai Marina and Marina Bay Suites.

**Lana Jwainat** has been appointed as the Cluster Director of Marketing & Communications at Oryx Rotana, Doha.



**Gabriele Ferola** has been appointed as the Executive Assistant Manager at Oryx Rotana, Doha.

**Saeed Mohammed** has been appointed as Chief Executive Officer, Emirates Flight Catering, Dubai.



**Yousuf Mohammad Ali** has been appointed Senior Vice President, Procurement & Logistics, Emirates Airline, Dubai.

**Abdulmohsen Al Sayegh** has been appointed Chief Financial Officer at Air Seychelles.



### New Appointments

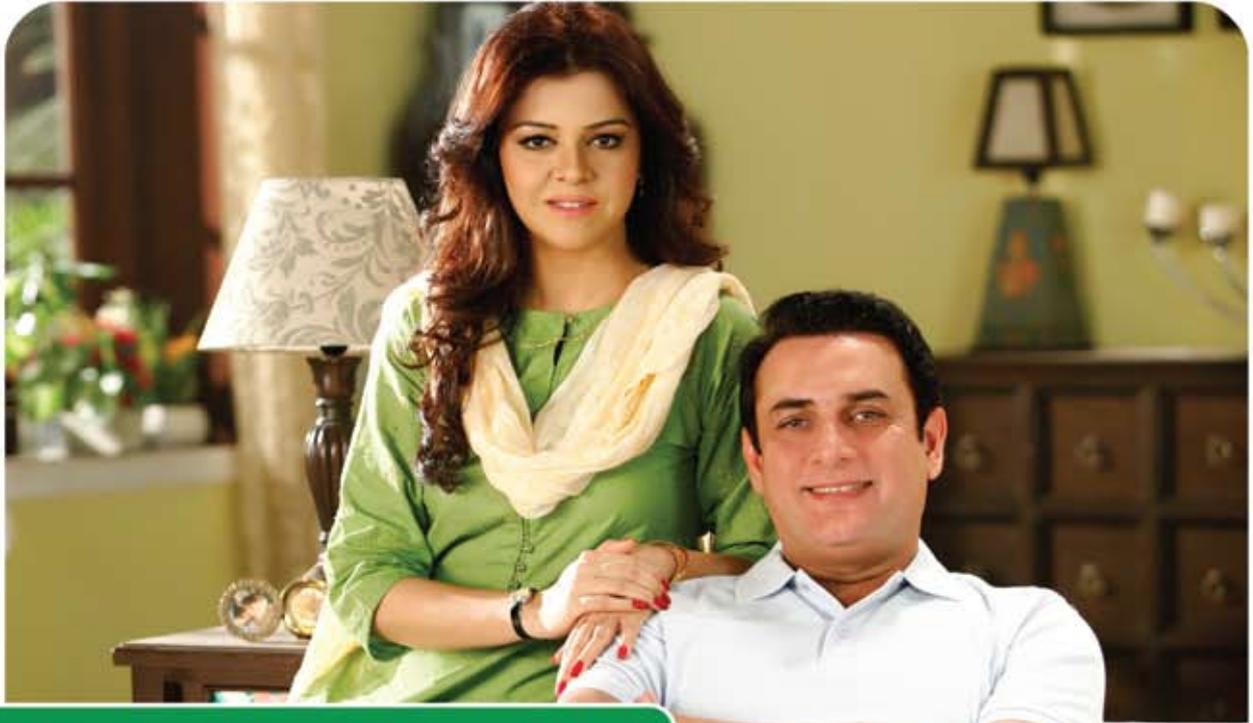
Client	Advertising Agency
San Baby Corporation	Adgroup (Pvt.) Ltd.
Oulin Pakistan	Evernew Concepts
Capven Foods	Interlink Advertising
Sky Line Developers	Manhill Advertising (for Gulberg Dream Villas)
Omega by Chase	Manhattan Communications
Dawn Frozen Foods	Manhattan Communications
Zain Associates	Maxim Advertising
Karim Housing	Oktopus 360 Media
Click2Learn	Revolution Media
Nafees Heights	Revolution Media
Tower Connect	Super Media Communications
Saif Healthcare	Synergy Advertising
U & I Garments	Synergy Advertising (for Almirah)
Konnect Holden	Synergy Advertising (for Corporate Ads), [Orient Advertising cleared]
Junaid Jamshed	The Brand Partnership (for Summer Gala 2015)
Grome Marketing Cyprus	TNI Communications (for Grohe)

### Change Of Agency

Client	New Advtg Agency	Outgoing Agency
AAA Associates	Hyder Ali Communications	TNI Communications
Asian Consumer Care Pakistan	Blitz Advertising	Manhattan Comm. Media Axis
Byco Petroleum Pakistan	Media Pulse	Synergy Advertising
Father & Sons	Bilal Associates	BullsEye Comm.
Future Vision Marketing	Future Vision Advertising	Manhill Advertising (for Gulshan-e-Peshawar Housing Scheme and Gulshan-e-Tarnab Housing Scheme)
Landmark Consultants	Oktopus 360 Media (for Landmark Homes)	Orient Advertising
Pfizer Pakistan	Manhattan International (Provisionally till July 08, 2015)	Interflow Comm.
PM Auto Industries	Prime Time Communication	Orient Advertising
Quick Food Industries	R.G. Blue Communications	Synergy Advertising
Reckitt Benckiser Pakistan	Orient Communications	Manhattan International
Wyeth Pakistan	Manhattan International	Interflow Comm.
Elite Traders	No new agency appointed	Creative Junction
Defence Officers Housing Authority	No new agency appointed	Maxim Advertising Orient Advertising Hawk Advertising Oktopus 360 Media
Bahria College	No new agency appointed	Orient Advertising

Client	Creative Agency(s)	MBH(s)
Shakarganj Food Products	Contract Advertising (for brand "Anytime")	T Media (for brand "Anytime")

Source: All Pakistan Newspapers Society (APNS)



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

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