

# Slogan

# 16

**Fashion:  
Eid Festivities**

# 21

**Tribute:  
Sultan Hasan**

# 30

**Dialogue:  
Nuzaira Azam**

Afghanistan	Afg.	125
Australia	A\$	15
Bangladesh	Taka	163
Bhutan	NU	113
Canada	C\$	15
China	RMB	75
France	Fr	75
Hong Kong	HK\$	75
India	Rs.	163
Japan	¥	1250
Korea	Won	7500
Malaysia	RM	15
Maldives	Rf	113
Nepal	NcRs.	188
New Zealand	NZ\$	18
Pakistan	PKR	250
Philippines	P	188
Saudi Arabia	Sr	38
Singapore	S\$	20
Sri Lanka	Rs.	250
Thailand	B	250
Turkey	Lira.	5
UAE	AED	25
UK	£	8
USA	\$	5

# SUMMER SIZZLES

The advent of summer enriches lifestyles with new products and new themes. Slogan explores the possibilities.



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HEALTHY  
CHOICE

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# Slogan

June 2016

Vol. 21 No. 6

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## The Language Barrier

While the language for which TV channels in Pakistan get broadcasting licences is Urdu (and not English or any other language) it seems more TV programmes these days are switching to Punjabi as a dominant language. A bit of Punjabi here and there creates viewer interest, especially the humour, which offers great entertainment and is always welcome. But it is extended chunks in these programmes that are broadcast in Punjabi – and no other language – and are thus not understood or enjoyed by a whole section of viewers.

The producers and presenters of these programmers can do well to at least translate the Punjabi into more intelligible Urdu to enable a greater number of viewers to understand and enjoy what is being said. For example, when Azizi, the main character in *Hasb e Haal* on Duniya TV, jokes in Punjabi, he comes across as wholly adorable and his presentation style drives one into fits of laughter in any case. However, when he does a spoof on a particular character in Punjabi, things come to a point when they become difficult to understand because the Punjabi is too dense and beyond the vocabulary range or understanding threshold of such viewers who do not understand Punjabi. One of Azizi's favourites is the Queen of England. He assumes the character of the old queen but she is always a Punjabi – and one whose characterization or humorous lines are difficult to follow if one does not speak and wholly understand the language. Perhaps doing the character in any other language would not offer the same depth of humour while Urdu does not offer the kind of funny possibilities that Punjabi does. A good alternative would perhaps then be for the programme host to translate in some way what is originally being said.

There are other examples as well, such as certain characters in *Khabarnak* and *Mazaq Raat* who make quips in Punjabi. That must be truly hilarious content, considering the laughter it evokes from most of the studio audience but the giggles need wider dispersal and that is something the producers and the channels need to think about. Even in serious programmes, such as *Aapas ki Baat* on Geo TV, Najam Sethi perhaps instinctively resorts to Punjabi when he is in his element because that is his mother tongue and he is not even aware of it until the anchor, Munib Farooq, prompts him to speak in Urdu.

Considering that Punjabi is a major language in Pakistan and though it is not the national language but it is still spoken and understood by over sixty percent people, it would be a good idea to have whole TV programmes exclusively in Punjabi. There is also the option for the regulators to allot whole slots to the presentation of programmes in Punjabi. This would allow all those who love this language to express themselves more openly and to promote the particular quality of humour that every Punjabi is so proud of. It would further help if such programmes could then be rendered into other major Pakistani languages to expand their entertainment value.

There is also a need to have TV programmes in other languages that are widely spoken and understood in the country. Urdu, as the national language, may be the unifying factor and is certainly the lingua franca, but other languages have their own place and are greatly popular both in their own areas and across the country. A provision was made when licences were given out to private TV channels to encourage the setting up of channels catering to the Sindhi, Pashto, Punjabi, Seraiki and Balochi languages. Some of these regional channels have become quite successful over the years and have good audience followings. However, there is none among these channels that can compete with a channel with a national viewership and the economics or the reach of the regional channels does not make this an economically attractive proposition in any event. In such a scenario, the best alternative would be to allocate certain slots on the main channels to the regional languages so that they can broadcast programmes in these languages. At the same time, while there is a need to deter Urdu language programmes from incorporating other languages in their content beyond a certain minimum percentage, whenever such content does make its inroads, it should be duly translated so that a wider audience can enjoy it.

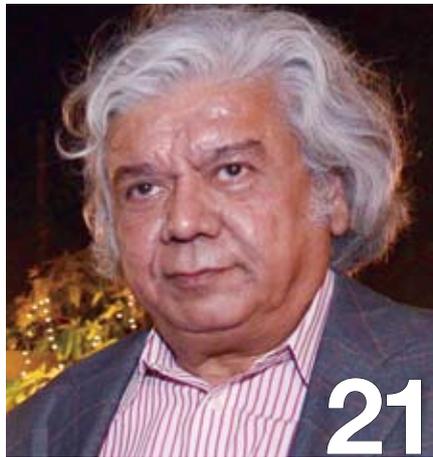


Javed Ansari



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## Dialogue



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## Quotes...

"India simply can't create pressure on Pakistan when it comes to terrorism."  
 – Pervez Musharraf, former President of Pakistan



"An appropriate reading style is vital to the appreciation of a literary piece."  
 – Zia Mohyeddin



"All you need is a gifted talent to write, impeccable observation and command over the vernacular language."  
 – Haseena Moin



"Social media cannot overcome books."  
 – Asghar Nadeem Syed



"Musical and cultural relations may not be appreciated by certain people."  
 – Rahat Fateh Ali Khan



"Outside Pakistan, shooting from 9am to 10pm is considered to be a good day."  
 – Alyy Khan



"Cinema is an agent of change."  
 – Jamal Shah



"It is a shame that some of our biggest stars are so intellectually challenged."  
 – Naseeruddin Shah



"You need to stand up, be a part of society and help out in whichever way you can."  
 – Kajol



"Racism happens everywhere, but you should be strong enough and have the confidence to not let it affect you."  
 – Akshay Kumar



# IT TAKES A LOT TO FUEL A NATION



SUPPLY FURNACE OIL  
TO THE POWER SECTOR



FUEL THE AVIATION  
AND RAILWAY SECTORS



FUEL THE MARINE SECTOR



REACH OUT AND FUEL  
THE AGRICULTURAL SECTOR



ENSURE UNINTERRUPTED  
SUPPLIES OF  
FUEL NATIONWIDE



PROVIDE QUALITY  
PRODUCTS TO CONSUMERS



MAINTAIN A WIDESPREAD  
RETAIL DISTRIBUTION NETWORK

## FORTUNATELY, WE HAVE WHAT IT TAKES



*Pakistan State Oil*

## Power of Colour

Slogan's cover story about the application of colour psychology in product and communication design was interesting. The article highlighted the use of colour in almost every aspect of life. In successful brands, the use of a particular colour combination is always based on prior research. Similarly, using appropriate colour themes is more crucial in mass communications. Our advertisers must employ research-based strategies when employing different colours.

Aalia Fareed,  
Karachi.



## Social Engineering

I read in a newspaper that the role of the father is being neglected in modern literature and he is being portrayed as a cruel and dictatorial human figure, compared to the mother who is always kind-hearted and supportive. As shown in one Lifebuoy Shampoo commercial, I think the concern is quite relevant. The ad mainly focuses on the role played by the mother in her daughter's education with no mention of the father. Should

this be called marketing or social engineering?

Abdul Hameed,  
Karachi.



## A Timely Move

The Pakistan Electronic Media Regulatory Authority (PEMRA) has put a ban on the re-enactment of crime shows on TV. According to Chairman PEMRA, police and law enforcement agencies have reported that youth involved in criminal activities have been learning the methods of crime from reality-based crime shows. This is a good decision taken by PEMRA, as it will force the TV channels to show some constructive and positive content, instead of dramatizing crimes to win more ratings.

Shahab-e-Saqib,  
Layyah.



## Family Time

This is with reference to 'Udaari,' a new drama serial being shown on Hum TV. Based on the bold theme of child abuse, Udaari touches a very sensitive issue, which has never been dramatized and shown on TV before. The drama is being shown during prime time on Sunday, which tends to be a 'family day,' when the entire family spends most of the time together. Due to the inappropriate timing and sensitivity of the is-



sue, I think this is not the right platform to create awareness about social evils.

Farzana Azhar,  
Lahore.

## Remembering Ghayyur Akhtar

During the 80s and early 90s, actor Ghayyur Akhtar performed in a number of TV serials, films and radio programmes. He also produced some stage plays in Lahore, but achieved popularity mainly as a TV actor. In the drama serial 'Sona Chandi,' he played the character of 'Hameed Bhai,' which was a hit and is still remembered for its spontaneous verbal expression, Ghayyur also performed in many other TV shows such as 'Waris,' 'Piyas,' 'Khawaja and Sons,' 'Pathjhar' and 'Ainak Wala Jin.' No doubt, Ghayyur Akhtar was a great artiste.

Zia-Ur-Rehman,  
Shuja Abad.



## Man's World

Actress Kajol has said show business is 'simply just another business,' which is dominated by men. I wonder why Kajol took more than two decades to understand the reality, as this has been an undeniable fact, in almost every field of life, whether show business, sports, politics or something else. No matter how actively today's women tend to participate in various activities, they end up being ruled by men in terms of higher wages, more authority and control. Unfortunately, the world of show business is no exception.

Umme Kulsoom,  
Mardan.



## Pride in Rahat Fateh Ali

Rahat Fateh Ali Khan is leading the Pakistani music industry at the moment. For more than a decade, he has been a top playback singer in both Pakistani and Indian films, a distinction which has never been achieved by any other Pakistani male or female singer. I always feel proud of Rahat and wish him more success and recognition in future. No doubt, he is a real gem.

Chaudhry Rashid Sarwar,  
Faisalabad.





By Mahrukh Farooq

The onset of summer brings with it, apart from the dreaded heat and frequent load shedding, a virtual onslaught of advertisements promoting products that claim to alleviate people's sufferings.

For the past two years or so, as luck would have it, the month of Ramadan happens to fall in this particular season, which normally lasts from the beginning of May until mid-August. As a result, much of what is seen on television are commercials pushing the latest variant of Rooh Afza or other healthy options as cold beverages such as Limoo Paani or Sunsip which can be consumed at iftar. The latest Olper's ad features another popular beverage,

Sprite, to be consumed with the milk brand, which provides young people with another interesting option.

Apart from the regular stream of cooking oil adverts that promote the importance of family time (paying special reference to the rather popular adage, 'A family that eats together, stays together'), summer in Pakistan also paves the way for commercials related to coolers, air-conditioners and fans. Equipped with a rather comprehensive understanding of the way electric supply functions in Pakistan – a rather sorry state of affairs involving unannounced power shortages and frequent fluctuations in voltage, resulting in many an appliance breathing its last – many of these commercials have started to advertise inverter

ACs. A new entrant in the market, inverter ACs, particularly those from Kenwood, Haier and Orient, are rapidly gaining massive popularity simply due to their ability to withstand massive fluctuations as well as conserving energy which can ultimately result in an individual saving up to 60% on the electricity bill.

Advertisements for other products such as UPS's and batteries are also gaining traction for the same reason and providing the average Pakistani citizen with a lot of options to choose from when it comes to escaping the heat.

For women, the arrival of the latest lawn collections sporting new and unique designs is the ultimate highlight of the summer. Previously limited to outdoor advertising platforms, many designer brands, such as Firdous, Al-Karam,

Gul Ahmed Shehla Chatoor, Sana Safinaz and HSY, have begun to make use of electronic media in order to reach out to a much wider audience. Promoting the image of both comfort and style in the harsh summer conditions, many of the designer brands generate a considerable amount of appeal through these methods.

Almost all the aforementioned products have some kind of seasonal relevance attached to them i.e. to help you escape the summer heat and make the most of the summer holidays. However, there are many other products that may not have anything to do with the summer yet still engage in increased advertising during the summer months. A number of telecom companies for example, including Telenor, Mobilink and Ufone, actually increase their advertising expenditure during the summers. In fact, according to the TV Advertising Analysis Report released by the Pakistan Advertising Society (PAS) and MediaBank Pakistan, for May 2015, the top three brands that were advertised extensively during the summer were Telenor, Dettol Soap and Pepsi.

The report went on to highlight the top three categories that enjoyed the highest share of advertising minutes on television during the summer. These included beverages, cellular communications and personal products. Unilever topped the list as the most advertised company on television with a whopping 15% (which is ironically the cumulative figure of advertising shared by the company's other contemporaries; Nestle, Pepsi Cola and Telenor). News and entertainment remained the most preferred segments for advertising with News-One topping the list of TV channels with the most advertising.

Questions then arise about the advertising of products and services during the summer months. Is it because the audience during the

summer is larger or more attentive? Or is it because the impact of certain advertisements is likely to be greater in this season?

To explain the rationale behind decisions made by advertisers in summers, reference can be made to a research study conducted by Orbis Marketing. This is a marketing consulting agency that offers media planning and buying services. Although the study is focused specifically on visits to financial news websites, much of it can be related to other product categories.

The first hypothesis presented in the report is whether the audience during the summer months is smaller. A simple overview of the report is enough to disprove this statement. Through the time band split of advertisements on leading news and entertainment channels, one can see the percentage share of advertising minutes for each time slot which, in turn, indicates the total rate of viewership in each. According to the report, the highest percentage existed in the Prime Time category (7 pm to 11 pm) with 27%. The afternoon slot (noon to 5 pm) came in second with 25% while the morning slot (6 am to noon) came in third with 20%.

These statistics make sense, especially considering the fact that schools are closed during this period and more people are able to take time off to spend with their friends and family, whether in the form of outings or in front of the TV.

The second hypothesis highlighted in the report relates to the level of impact on a specified target market as a result of increased advertising during the summer months. This is also made clear by the report through an emphasis on the increase of advertising minutes; the total minutes of advertising between April 2015 and May 2015 increased by a total of 6%. Similarly, a comparison drawn between advertising trends of the previous year to those that prevail this year shows that the total number of advertising minutes has increased by 28%. This indicates the advertiser's perspective with regard to the overall response rate during the summer months. Since most people will be at home and in front of the TV for longer periods of time, they are more likely to pay attention to certain advertisement messages that may relate to their needs at the time.

Owing to the extremely positive response



to certain advertisements during the summer season, it is then no wonder how some brands insist on increasing their advertising expenditure in this period. One can only hope that in the rush to be the first to reach the customer, brands do not end up compromising on the quality of delivery of their message – or the product even in the summer. ❏

LIVE IT ABHI



# The Advertising Bonanza

By Faizan Usmani

Summer is back with a bang. The warm spell gives rise to a host of weather-friendly items and seasonal products which are meant to beat the heat.

Squeezing the best out of summer, powdered beverages find their way in the summer diet plan. Summer also affects fashions.

Summer offers a variety of options which include both daily products as well as luxurious items, helping to redo lifestyles to suit extreme weather conditions, which are often multiplied by power failures and water scarcity.

As summer strikes again, advertisements of laal sharbat, soft drinks, bottled water, ice cream, refrigerators, air-conditioners, power inverters and lighter summer clothing become visible with more frequency.

The summer bonanza hits its peak when the festivities of Ramadan and Eid-ul-Fitr come during the season with the onslaught of advertisements of food, beverages, garments, fashion accessories, etc. The range of summer arrivals caters to such basic necessities as food, hydration, nutrition and



personal care. At the same time, there is a plethora of luxurious items, inviting a re-tuning of style. Designer dresses among middle-income women have become more popular, primarily because lawn brands flood the market.

Due to its lightness and softness, lawn is the most popular fabric among women and is a hot selling item in the summer. The emergence of designer lawn has redefined the way the fabric is tailored and worn. At the very start of the summer, a number of

lawn exhibitions are organised by many textile manufacturers and fashion designers.

The social media has also transformed the way shopping is done. It has given rise to home shopping and provided an ideal shopping gateway for buyers who are now more empowered and have sufficient time, as well as loads of options, to make a perfect buying decision over the Internet.

However, despite its huge popularity, lawn is now becoming a high-end product, while several low-cost counterfeits with the de-





signer tag have also made their way into the market.

Summer also happens to be a good time to host weddings and other functions after Ramadan when all media are overflowing with advertisements of bridal clothing, groom dresses, wedding gifts, furniture, home appliances, beauty parlours, etc.

Summer vacations are another byproduct of the season and advertising related to tourism and travel services.

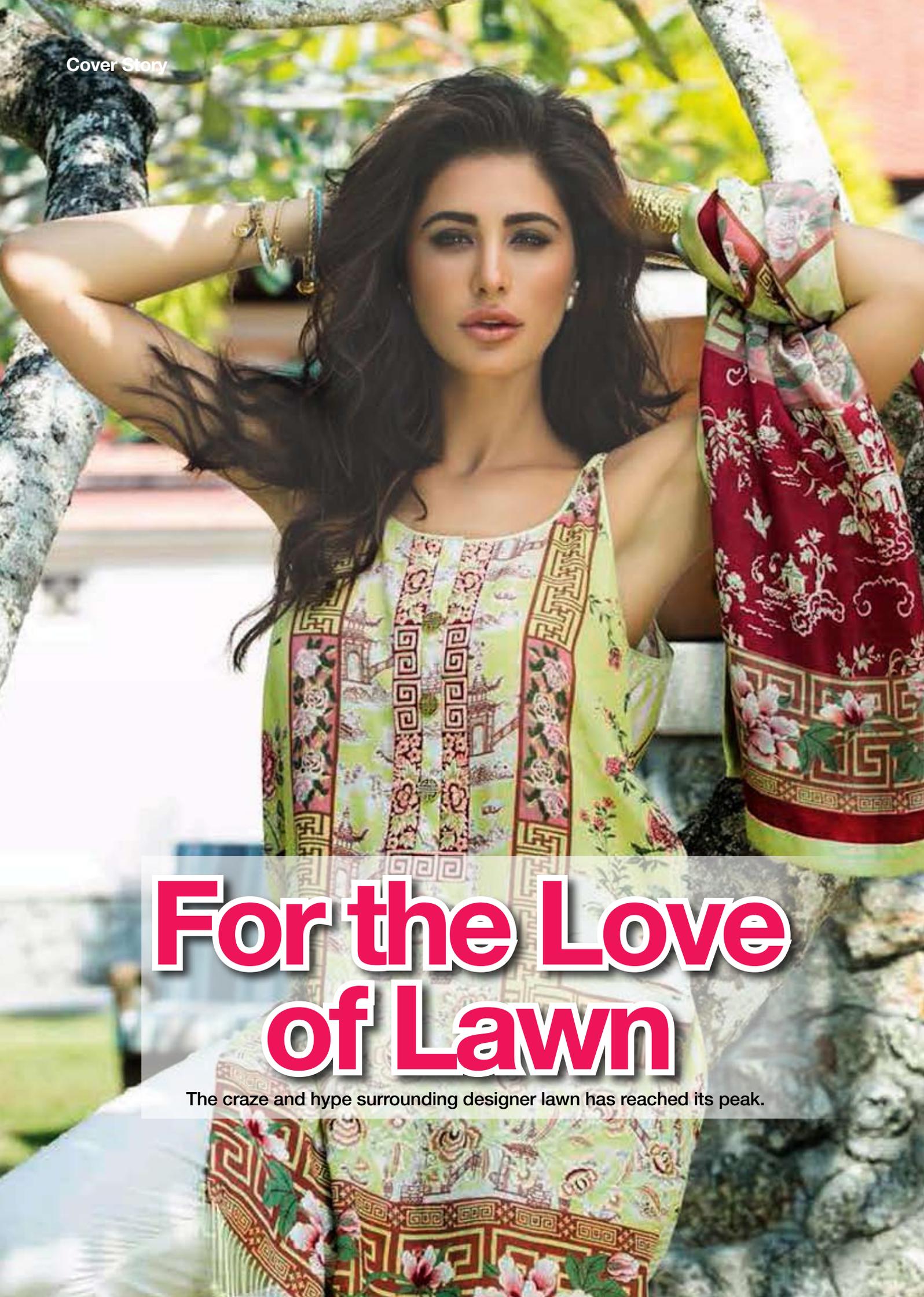
In summer, use of personal care products is restricted to deodorants, sunscreens and such body cooling products as talcum powders, which are largely advertised in selected media. Advertisements of gastrointestinal medicines and oral rehydration salts (ORS) are also common.

For advertisers, what makes summer the most significant period is the fact that it falls in the middle of the year when a new fiscal year has started and companies tend to determine revised budgetary allocations. To strike while the iron is hot, many companies go for stock clearances and sale offers.

The beginning of a new fiscal year is also crucial for a salaried person who gets some increment and receives an annual bonus, which leads to more spending during the period.

Comprising the longest period of the year, summer happens to be a period that is always full in terms of marketing and advertising. ❏



A woman with long, dark, wavy hair is the central figure. She is wearing a sleeveless lawn dress with a complex pattern of floral motifs and traditional geometric borders in shades of green, red, and gold. Her arms are raised, and she is leaning against a tree trunk. The background is a bright, slightly blurred outdoor setting with green foliage and a building in the distance.

# For the Love of Lawn

The craze and hype surrounding designer lawn has reached its peak.

It's that time of the year again when throngs of women flock to designer outlets in an attempt to get their hands on the latest clothing collection. From Sana Safinaz, Asim Jofa and Gul Ahmed to Junaid Jamshed, there are hundreds (if not thousands) of women standing shoulder to shoulder, purses tucked beneath their arms, at the ready for the doors to open so that they can grab the first handful of pieces.

This year, though, with Eid falling in the peak summer months, the emphasis is more on prêt wear; a beautiful ensemble for women to adorn themselves with and ultimately be the talk of the town. To the average outsider, such levels of obsession over the need to sport designer wear may seem trivial to the extent of even being ludicrous. To the lawn lover, however, it represents a time of investment into one's social capital through the display of branded clothing, a practice which has, over the past few years, been steadily gaining momentum.

Sales of designer lawn have risen considerably with leading fashion brands only adding to the furore through excessive promotion and marketing of these products. From the time when shopping for clothes was considered a mandatory chore to get out of the way with, to the present when women organize their schedules around the next designer lawn exhibition, the industry for designer lawns has indeed come a long way.

If one were to take a closer look, one would probably understand the reasons behind the gradual rise of the trend. With an increasing number of Pakistani women becoming more aware of the need to remain current and stylish, thanks to the media popularizing various fashion-related developments from both across the border and around the world, not to mention the chatter at social gatherings at the office and on the TV and print media, it was only natural for clothing brands to respond in kind.

With Pakistan's fashion industry developing at a rapid rate, barriers were lowered for aspiring fashion designers to come to the fore and showcase their talent and skills. Suddenly, consumers had a lot more to choose from and thus benefited from designs that adequately represented the latest fashion trends and mirrored their perspective of how they wished to look. Throw in the fashion shows and you have the fashion craze really going places.

Somewhere down the line, though, the ways in which fashion designers cater to consumer needs have begun to shift. Now, it is the designer driving the trend rather than the consumer. This has proved to be great as fashion designers remain abreast of what is in fashion and what isn't. Yet, the emphasis somehow transforms from the design to the brand name.

This, in turn, creates an environment to which women are quick to pay attention and





part ways with their hard-earned money at just the mere mention of a particular brand name. The quality of the material and designs produced by the brands notwithstanding, such an atmosphere, brings one dangerously close to complacency.

A mere glance at some of the designs presented by Sana Safinaz and Junaid Jamshed are enough for one to come to the conclusion that now, a number of brands are attempting to repeat some of the designs that were previously considered popular. And why not? Why bother with creativity and innovation when one can achieve the same results by merely doing what has been done before? At just the mention of the words 'new collection,' women are ready to climb over each other and break through glass windows and doors so that they can claim to be the first ones to get their hands on the 'exquisite' pieces (the Sapphire and Agha Noor episodes are good examples).

There's nothing wrong with the desire to look good. If anything, this is what designer brands, both at home and abroad, have capitalized on for years. Yet, it becomes a problem when it pushes designers to continue doing what they've been doing for so long, that is to not experiment with new ideas and designs and create something that

delivers impact. For this purpose, a drastic turnaround is needed in the way consumers view designer lawn as well as the way designer brands respond to such levels of demand. Only then can creativity and innovation be expected to thrive. – By: *Mahrukh Farooq* 📧

*Clothes Designer: Shehla Chatoor  
Collection: Luxury Lawn 2016  
by Shariq Textiles  
Model: Nargis Fakhri  
Photographer: Shahbaz Shazi*

Landessa

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## ICE COFFEE

CAFFE LATTE



NO PRESERVATIVES  
100% ARABICA  
WITH REAL MILK

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## ICE COFFEE

CAPPUCINO



NO PRESERVATIVES  
100% ARABICA  
WITH REAL MILK



# *Eid with Lala*

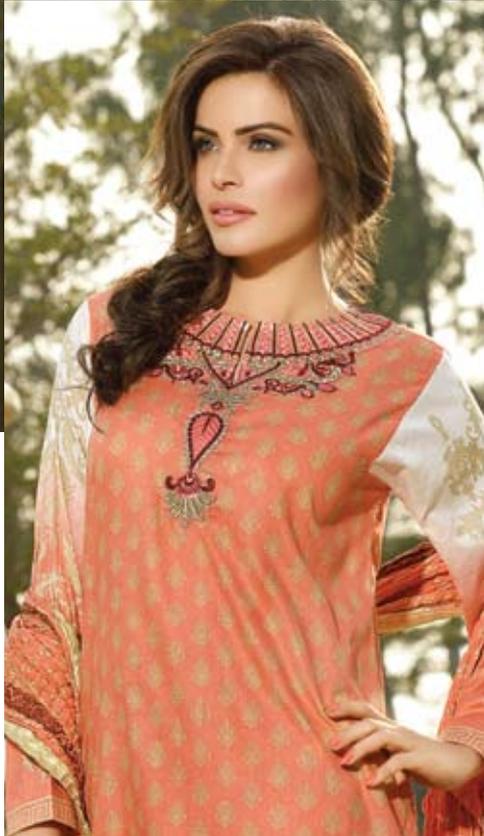
Lala is all set to launch its festive Eid collection called 'Dahlia'. It comprises 12 designs based on lawn, cambric, chiffon and jacquard. These have been further developed using intricate hand-painted borders, embroidery patches and organza embroidered borders.

Lala encompasses diverse retail brands providing accessible summer, midsummer and winter fabric ranges. It provides quality material at their flagship store in Karachi and at stockists across Pakistan.

A socially conscious brand, Lala also sponsors vocational training programmes.

Photography & Styling: Ather Shehzad

Model: Sadaf Khan



# Design Debut

Jahanara celebrated their debut with an 'Eid Collection' showcased at the PFDC Fashion Active in Lahore. Jahanara is a product of Insaf Textiles. The launch was attended by models, socialites and media. Zara Peerzada was the host.

The unstitched collection had ten designs, each in two different colour palettes, ranging from vibrant bright shades to dark and subtle hues with embroidery. ❏



## Eid Pret

Design house Farah Talib Aziz introduced a range of Eid creations across their luxury line of pret and ready to wear digital silk kurtas.

The collections will be available at the Farah Talib Aziz Karachi Studio and in Dubai, Lahore and Islamabad.

The luxury pret collection is based on the design house's signature summer pastel colours and floral prints and has been inspired by natural flora and fauna. ❏



## From South Africa

Sapphire has launched its Lawn Eid Edition. The photography was done in the Namibian Desert in South Africa under azure blue skies, in deep orange sand and among charred trees.

The team included creative director Khadijah Shah, head of marketing Natasha Saleem and model Rabia Butt. Photography and styling was done by Nadir Firoz Khan and Maha Burney. The team also included hair stylist Harlem Alexander and makeup artiste Pia.

The Sapphire Lawn Eid Edition comes in 20 designs each available in two colours with two piece, three piece and four piece ensembles. ❏



**TvOne & NewsOne  
Present**

**عشقِ رمضان**

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1:00 am onwards**

**افطارِ نشریات  
2:00 pm onwards**

**Awakening the spirit  
of self reliance and  
love for humanity**



#ISHQRamazan

    / ISHQRamazan @tvoneglobal.com



# Sultan Hasan Answers the Call

If ever there was a person in Pakistan who truly understood the profession of public relations, it was Syed Sultan Hasan. He died in Lahore on May 8 from a heart attack though there was still much more for him to do in the field of PR. Not a typical PRO sort of a person in the official mould, Sultan Hasan worked as a public relations person in many organisations, such as the KESC (now KE), PIA and earlier, in the Sindh government. In fact, this was where he started his professional career in the 1970s.

He graduated from the DJ Science College and then did his Masters from the University of Karachi. After leaving his job at the Sindh Information Department, he joined the Karachi Cotton Exchange as a public relations officer. He was with Benazir Bhutto's media team when she was elected the prime minister of Pakistan for her second stint in 1993. He worked at the Prime Minister's House but left the job when he became a bit uncomfortable about how things were handled there.

He later headed the public relations department of the Karachi Electric Supply Company. Being a friendly sort of person, he had very good relations with media persons. Despite his good relations, he found himself on the mat on many occasions but masterfully tackled belligerent media people at some of the worst times when the power utility failed to meet the needs of citizens. There were many occasions when he alone withstood the cross-questioning of TV anchorpersons without being ruffled. Another man in his place would have probably stormed out of the studio in rage. He then left the KESC to join Pakistan International Airlines as their general manager, public relations. There again, he faced a hostile media who had many pertinent questions to ask in view of the airline's falling standards and its failings

**“He was a great man, a great company, a thorough professional and honest to the core. A chronic bachelor who had become the face of KESC and PIA during their worst periods as their spokesman, Karachiites remember his long hair and solid arguments on TV. He would never avoid a call and answer any tough question even in the worst times.”**

*– Shaheen Sehbai*

on almost all fronts. Here too he faced media queries with courage and never flinched in his responses. At both KESC and PIA, he would always come across as a knowledgeable person who knew the subject at hand inside out, ready with answers to all kinds of tough questions. For a short stint, Sultan Hasan worked for the Ziauddin Hospital as a media person and then joined CMC (Pvt) Ltd, a leading public relations firm to head the team that handled the PIA account.

Journalist **Shaheen Sehbai**, writing on Facebook, said about Sultan Hasan:

“He was a great man, a great company, a thorough professional and honest to the core. A chronic bachelor who had become the face of KESC and PIA during their worst periods as their spokesman, Karachiites remember his long hair and solid arguments on TV. He would never avoid a call and answer any tough question even in the worst times.”

The CMC President and CEO, **Syed Jawaid Iqbal**, fondly remembers Sultan Hasan. He had known him for a long time and shared many happy memories with the late Sultan Hasan. He always found him to be a kind and helpful soul who would go the extra mile to help friends and even strangers. Jawaid particularly remembered Sultan Hasan's services to his company, especially in its formative years.

Another journalist, **Rehan Siddiqui**, who

is the Marketing & Sourcing Manager at Sky Telecom, says he had the pleasure of working with Mr. Sultan at KESC. He names him as an expert in the field of PR, talent and performance management. Rehan described Sultan Hasan as a person who knew exactly what he wanted and was never deterred from achieving his goals. His friend and companion of long years, Farhat Saeed, remembers Sultan Hasan with deep affection. For him, he was gem of a person who stood with friends through thick and thin and never let them down. He would be available at any time of the day or night because it seemed as if he had been born only to ‘give.’ It would take him just one hour to respond positively to anyone in distress since he was always just a phone call away.

Says **Humma Ahmad**, former editor, The News, about late Sultan Sahib: “We shall miss those laughing eyes, the kindness of heart and everything that was wonderful.”

**Fizzah Saeed** describes Sultan Hasan as a man of truth, honour and dignity, a person of valour, courage and integrity.

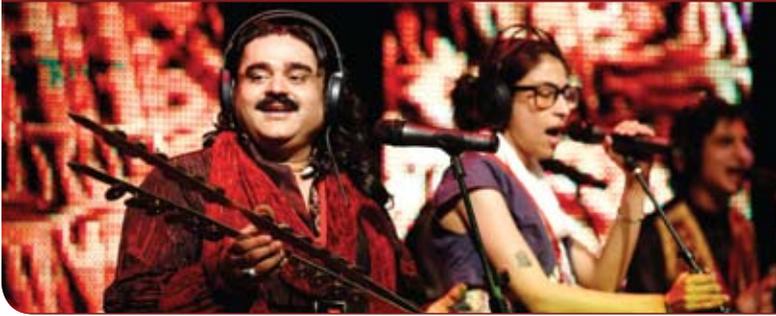
Journalist **Talat Rahim** says Sultan Hasan was a good soul and loved by all.

**Aamir Abbasi**, another PR professional, who also served as a PR person at KESC, says a piece of valuable advice that he got from Sultan Hasan was: “Answer every call.” – J.A. 📧

## Meesha Shafi in North America

Meesha Shafi is touring the U.S with live concerts in San Francisco, Chicago, New York, Washington DC and Boston.

Arif Lohar is also a part of the team. Meesha is a multi-faceted personality with music and acting. Her TV serial *Mor Mahal* portrays her as *Wazir Begum*. She has also starred in Mira Nair's *The Reluctant Fundamentalist* and in *Bhaag Milka Bhaag* and *Waar*. ❧



## Foodpanda Excellence



Food ordering platform foodpanda has taken an initiative to improve food delivery standards. A knowledge-sharing session amongst the top restaurant brands in the country was held in Karachi recently. Nauman S. Mirza, CEO foodpanda and EatOye, said on the occasion that they were working closely with the restaurant industry to set standards and ensure that quality services were provided to customers against the established benchmarks.

Other speakers included Umair Jaliawala, M. Ahsan Ahmed, Asif Ghayas, Babar Nehal and Dr. Nezihe Hussain. ❧



## Retail Mall



Ambassador of the Federal Republic of Germany, Ms. Ina Lepel, Chairman Nishat Group, Mian Mohammad Mansha and Special Assistant to Punjab Chief Minister on Energy, Shahid Riaz Gondal at Pakistan's groundbreaking retail platform Emporium Mall. ❧

## Butt refuses

The LUX Style Awards nominations were announced at a star-studded event hosted by Mahira Khan. Ahmad Ali Butt was announced nominee for Best Film Actor. He refused to accept the nomination and asked the jury to move him to the Best Supporting Actor category.

He said: "I believe that my role in the movie was of a supporting actor and not the main lead." ❧

## Craze or what?

Iman Ali is charming crowds in the film *Mah-e-Mir*. Will this land her a role in an Indian film? The *Khuda Kay Liye* actress says if Fawad Khan and Mahira Khan can do it everyone should follow the dream.

"If our actors are doing well in Bollywood, why not? One should not put barriers on actors; we have forever been putting barriers and it has not done any good to anyone," said Iman. She was not hesitant in expressing her views and feelings about what she thought of those who like to follow their dreams and aspirations.

She wholeheartedly complimented Pakistani actors who are making a success of themselves in Indian cinema. She said "I am really happy for the ones who are doing good for themselves. All the best to them."

But indications are that Iman hasn't planned to make her Indian debut yet as she believes everything happens at the right time. ❧



## Watch Meera

Actress Meera has advised her fans to watch her film *Hotel* instead of attending PTI Chairman Imran Khan's public meetings.

She is also said to have announced her retirement from the film industry saying that she will act in TV plays only.

*Hotel* is said to be the first psycho-thriller feature film to be made in Pakistan. It also features Tariq Jamal, Baila Naz, Anees Raja, Nasreen Jaan and Wiam Dahmani. ❧



## Cinepax in Murree



Since millions of people from all over Pakistan visit Murree throughout the year, with the addition of a Cinepax in the hill station's attractions, they can now watch the latest Pakistani and international releases.

"The opening of another source of entertainment will not only delight the local residents but will also serve as an added attraction for tourists vacationing with families," says Hashim Raza, the CEO of Cinepax. ❧

## 'Give In' acclaimed

Farhad Humayun, singer, drummer and founder of Overload, has released his first solo "Give in." Written by the artiste himself, the song reflects Farhad's emotional journey throughout his life. It is a story of gratitude, fear, acceptance, dreams that may or may not come true and love. The musical arrangement complements the vocals with its solemn yet powerful music. ❧



## Tarzz Arrives

Inspired by the natural hues of nature, Tarzz offers a vibrant and peppy clothing line for its niche men and women collection, based on bright colours and textures and creating something beautiful. It pays tribute to the incompatible tinges nature has to offer, combined with a dash of sobriety and vibrancy in the prints and shades. ❧





## Zonia is edgy

Zonia Anwaar has been offering apparel for the urban female for many years. Their identity is edgy design patterns combined with understated elegance. They demonstrate fine designs in high quality fabric and taste, not necessarily determined by the price tag.

## Omar's Statement



Every woman wants to have an impactful look that's also easy to wear. This is how Fashion Designer Omar Mansoor thinks about design aesthetics. The BBC has covered his journey from scratch, his background, where he started, whom he dressed, where he has been featured and where he is now.

## Kaymu and Injaz

Kaymu.pk has joined hands with INJAZ Pakistan to work towards youth empowerment as a part of its Ramadan campaign.

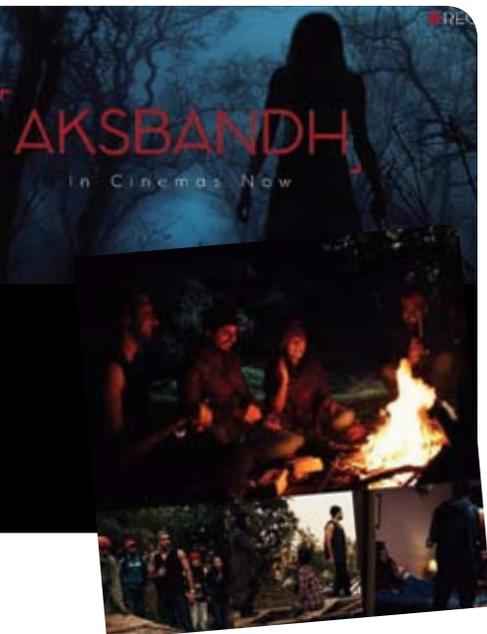


Kaymu.pk will donate one rupee to INJAZ Pakistan for every item sold on the website during Ramadan. Kaymu.pk will also host sessions in collaboration with INJAZ Pakistan to introduce students to online entrepreneurship, demonstrate how to start their online businesses and encourage them to become entrepreneurs.

## Aksbandh Released

Aksbandh is an independent film produced under the banner of Cinematic Media and Big Idea Entertainment. It is a low-budget horror film about a group of students shooting.

Director Emraan Hussain has done a film that is competent but not particularly surprising or exciting.





## London Fashion Parade

HSY is best known for fusing contemporary and traditional silhouettes. He displayed all this at London's annual Fashion Parade. The event featured South Asia's fashion elite for a spectacular catwalk show that included other Pakistani designers like Nomi Ansari, Ali Keeshan and Faiza Samee. **S**

## Youth Icon

A singer and song writer, Amanat Ali is the son of singer Nazakat Ali. He is trained in classical music and can play around 10 instruments such as Tabla, Harmonium, Dholak, Guitar, Keyboard, Piano, Percussions, Drums, Congo and Pakhawaj. He has captivated hearts globally with his soulful voice. **S**



## Fahad in Bermudas

Though Fahad Mustafa seems a stylish and trendier actor on screen, but recently he was spotted in Bermudas in 'Morning with Hum', which was thoroughly ridiculing.

He came across as fairly bawdy and audacious because he was flaunting half of his legs. **S**



## Patiala Trend

The Patiala Shalwar has its own elegance. It brings out the best in girls when paired with a kurti. Designers are coming up with new neck outlines and the trend has made a huge come back. But it has long been a favourite social outfit. There is a general consensus that the females wearing the Patiala look cool and alluring. **S**



## Hijab Styles

Hijab styles drape girls in unique ways. The style can add to the beauty of a woman wear Hijab to cover their head. The hair is covered with the dress. For the most part, young women who wear the Hijab have confident airs about themselves.

Now Hijab styles are changing and replacing dupattas and scarves. **S**



## Fashion Leader

With his extraordinary dressing sense, Faisal Qureshi, the actor, has impressed fans with all his recent appearances.

He says: "I simply need to make my nation glad. I need to demonstrate my sheer responsibility by changing my look and style in every show". **S**



## Shaista's Outfits

Shaista Wahidi is a beautiful host who exhilarates viewers in "Utho Jago Pakistan." But she does not have the 'perfect outfit.'

The clothes she selects for the show are boring and as a doctor-cum-host, her outfits do not complement her style. **S**





## Bugner reminisces about Ali

Aussie boxing icon Joe Bugner is only the second Australian to have fought Ali, after Tony Madigan, at the 1960 Olympics. Bugner was a sparring partner for Ali when he was on the comeback trail after having his titles stripped from him by the American government due to his refusal to fight in the Vietnam War. Bugner was only 19 when he flew to New York to help get Ali into shape for an upcoming bout and he remembers the first time he met him in a hilarious encounter at a restaurant.

"He walks into the restaurant where we were having lunch and he just wanted to know where the hell was this white boy,"

Bugner said. "And he came in and looked across and tried to find me, I stood up and he said: 'Where's this white boy who wants to make a name for himself at my expense?! Let me tell you something, white boy, when I'm finished with you you're going to be dead or close enough. I'm going to beat you to a pulp!'"

"And I stood up and I went to him and said 'I'm here.' (Ali said) 'So you're the white boy who wants to spar with me?' I said 'yes.' (Ali replied) 'Let me tell you something right now: you're the ugliest white thing I think I've ever seen in my life. Your mother must have cried when she had you.' ❧



## Zellweger's Break

She's back and better than ever after a 5 year acting break!

The 47-year-old actress starred in a string of famous films throughout the 1990s and early 2000s, but hasn't acted since her 2010 role in *My Own Love Song*. She said she took a break from acting but would now continue appearing in films.

"I found anonymity, so I could have exchanges with people on a human level and be seen and heard, not be defined by this image that precedes me when I walk into a room," the Oscar winner said. "You cannot be a good storyteller if you don't have life experiences, and you can't relate to people." ❧



## ABBA perform together

ABBA delighted longtime fans when they reunited to mark their 50th anniversary in Stockholm.

The Swedish pop group comprised Agnetha Faltskog, Bjorn Ulvaeus, Benny Andersson and Anni-Frid (Frida) Lyngstad. They made a rare appearance on stage, performing together for the first time since 1986. They were celebrating at a private party. The *Dancing Queen* stars were joined on stage by local celebrities and actors. ❧

## Tribute to playwright

Daniel Radcliffe has paid tribute to "one of the UK's greatest playwrights" Sir Peter Shaffer, who died at 90.

The *Harry Potter* star remembered the renowned writer as "incredibly kind, generous and funny," adding that he would be "forever grateful" for receiving his blessing to portray Alan Strang in the West End and Broadway productions of his award-winning play, *Equus*.

In a tribute posted online, Radcliffe said: "Peter Shaffer was and remains one of the UK's greatest playwrights. He created challenging, moving and fantastically theatrical work and was also an incredibly kind, generous and funny man." ❧



# Sandra and Bryan

After nearly a year of dating, Sandra Bullock and Bryan Randall's romance remains a fiercely guarded and highly private affair.

The Oscar winner adopted her second child this year. Sources confirmed that she and the professional photographer were quickly becoming one of Hollywood's most intriguing pairs.

He is a hunky former model and single father. She is an A-list actress raising two kids on her own. With celebrity and children in common, it seemed the Gravity actress had found a promising match for her unique life.

The couple are going strong. They've traveled together, double-dated with their high-profile celebrity pals, moved in together and are caring for Bullock's two children in tandem. **S**



# Kyle O'Quinn sued

New York Knicks power forward Kyle O'Quinn allegedly beat up an innocent woman outside a Manhattan bar and the victim is suing him and his girlfriend, who reportedly started the attack.

Kyle O'Quinn, 26, allegedly attacked Shakaira Elaine Elie, 22, at Trinity Place Bar and Restaurant and Shakaira is fighting back. **S**



# Playboy Mansion sold

Hugh Hefner's luxury pad has been sold. The Playboy Mansion, also known as the Holmby Hills estate and owned by Playboy Enterprises, has been bought by Daren Metropoulos, who lives next door to the property.

The buyer has agreed to allow the 90-year-old media mogul to remain in the property until he dies. **S**





## Katie and Peter to reunite

Katie Price and Peter Andre could be set to reunite on *Loose Women*. Pricey is pushing for her ex-husband to make an appearance after they put their six-year feud to bed earlier this year. While the thought of them both sharing a screen has been a pipe dream for several years, this time it could very well become a reality. It all depends on what Pete wants. [S](#)



## The Iman-Bowie affair

“Space Oddity” rockstar died on January 10 at age 69 in New York City, after a two-year battle with liver cancer. His wife Iman was “torn apart,” according to a source close to the couple.

“They were romantic until the end,” said an insider. “They made time for date nights. He would write her letters and poems. It was like they were still young lovers.”

The two first met in 1990 after Bowie’s hairdresser set them up. In 1992, Iman and Bowie tied the knot in a stunning ceremony in Switzerland.

In an interview taped before Bowie passed away, for an episode of *Oprah: Where Are They Now*, the Somalia-born beauty opened up about her more than quarter-of-a-century-long romance with the Grammy winner: [S](#)



## Horse or Boyfriend?

If there’s one thing fans know about Kaley Cuoco, it’s the simple fact that her relationships are very important to her. So perhaps it should come as no surprise that *The Big Bang Theory* star has reunited with her boyfriend and horse.

Putting horses aside, Kaley appears to be enjoying her first romantic relationship since her divorce from Ryan Sweeting was finalized earlier this year. As to what makes this new relationship so good, it certainly doesn’t hurt that Karl is an equestrian with similar passions to Kaley. [S](#)

## Pretty Face

Chinese actress Fan Bingbing has such exquisite looks that she may have a career no matter what. But she wants it all. She has proved that she can play parts that either go along with her beauty or in spite of it. Bingbing knows she is beautiful. But she wants to be known for more than that. For example, when she makes an appearance outside China, she wants others to know she is Chinese.

In China, Fan Bingbing is widely seen as one of the most gorgeous female stars. That perception carries with it a certain stigma, such as the suspicion that she is used in movies chiefly as a wallflower, that she has a limited acting range and that she has had it easy rising up on the ladder of fame. ❏



## Her catty ways

A recent research study used GPS trackers to show the daily movement of pet cats. The results surprised owners. It turns out some of the cats had gone three kilometres from home. If you let your cat outside and think it stays near your house, think again.

"I thought Semi particularly would be just to the local bottom of the garden or next doors yard," one owner said. He was shocked when he learned that his cat was going over the hill and far away. The survey was carried out by The Central Tablelands LLS at Lithgow in central-west New South Wales. ❏

## Gene editing changes sheep skin colour

Consumers may be about to get more options for natural colour wool products as Chinese scientists have used gene editing to alter the coat colours of sheep. The researchers in Urumqi, Xinjiang Uygur Region, have bred five sheep with different colours with a technique known as CRISPR-Cas9. ❏



## Sun Li poses for Figaro



Chinese actress Sun Li posed for a photoshoot for FIGARO magazine. She's been hailed by critics and netizens as China's queen of television. She first entered show business through Star Search, held by Singapore's MediaCorp and earned praise.

In 2003, she was selected for the female lead in the TV drama version of Goddess of Mercy, after which Sun Li became recognized as one of the most promising young actresses in China. In 2008, she portrayed the heroine Little Tiger in the acclaimed mini-series Iron Road, only the second joint venture created under a Canada/China co-production treaty. In 2011, she played Zhen Huan in the TV series The Legend of Zhen Huan and was nominated for an International Emmy Award in the Best Actress category for her role.

Sun is married to actor Deng Chao and has two children. ❏



# ‘Nobody cares about what is happening to the country.’ – *Nuzaira Azam*

The media person talks to Slogan’s Farah Iqbal in this exclusive interview.

**How would you describe yourself as a professional?**

Journalism is my passion. My father is responsible for developing my interest in journalism. One day, when I was 8 years old, living in Baghdad, my father who had returned from an engineering conference in Syria, was talking to my mother about it; he said that he had met some top journalists there. That stuck in my mind and I asked my father that how does one become a top journalist? You can say that the seed of journalism was sowed in my mind at that moment.

Mr. Sajjad Haider, the then ambassador of Pakistan to Iraq and his wife were friends of my parents and we used to visit their house a lot. Mrs. Haider had a Library comprising books in Urdu. Even though we used to study in a French convent school, I always wanted to read in Urdu and so I started to spend a lot of time in their library. This is where I discovered all the works of great poets like Faiz Ahmed Faiz for the first time. Years after we returned to Pakistan, one day I asked my father that if he had not been an engineer, what would he have been. My

father promptly replied that he would have been a journalist. That left a great impression on me and I thought becoming a journalist was a huge thing.

By the time I did my bachelors, we were living in Haripur as my father was posted there to set up a transmitter factory for the government. My father suggested I should get a Masters degree and I said fine but I would like to do my Masters from Peshawar University but my father wanted me to go to Karachi University. He said that he would take me to Peshawar University and

that I should decide where to study after that visit. So we went there and visited one of the classrooms. To my disgust, there was a curtain in the middle of the classroom separating the girls from the boys and there were holes in the curtain made by cigarettes. So I ended up going to Karachi University. The atmosphere of education at the Karachi University was totally different. It was very open, students freely interacted with each other and they had discussion sessions on various topics. When I first met Professor Zakaria Sajid, the Chairman of the Journalism department at KU at the time, my father told him that I wrote short stories and poetry, Sajid sahib smiled and said this was a disqualification for journalism but I challenged him by saying that both were a form of writing and were related. So he told me that I had to give an entrance test, which I did and passed it with flying colours. That's how the interest in journalism grew in me and it eventually became a mission.

While I started to make a name for myself in journalism, my parents moved to USA and took me with them. There I joined the Pakistan Embassy and worked with the then Ambassador Abida Hussain and later with Maliha Lodhi.

After I got married in 1995, I did a course in journalism from the National Journalism Center. I also taught Urdu at the Foreign Service Institute (FSI) and at various other schools. Later, I got an eight-month scholarship in Languages i.e. English language, at the Georgetown University, Washington, D.C. While I was still there I was offered a job which I took after I finished my course. It was a seven year contract, which ended recently and so now I have come to Pakistan for a long vacation.

#### **How has your analytical approach helped Pakistani media since you are based in Washington DC?**

I used to write for magazines, both Urdu and English, which were published in the United States. This included an online magazine on local US politics. For this, I conducted interviews of various leaders from the Democratic and Republican parties. Their insights helped news organizations and reporters back home, especially the way I put them across.

#### **Have you achieved the goals you had set up for yourself?**

Not yet. I feel that journalism is an ongoing process, like continuously flowing water. I have never craved for a higher position in journalism. I prefer to be among the public, to meet and write about them. Whether it is the Pakistani public or the American public, it does not matter.

#### **Have you succeeded in popularizing**

#### **Urdu or other Pakistani languages in the US?**

I have worked a lot with the institutes of foreign languages on Urdu and Punjabi. As I am also fluent in Punjabi, sometime ago, one of the American centres for foreign languages arranged a Punjabi standardization course and they invited me to discuss the course and give them suggestions. There is some work being done on languages like Punjabi, Balochi and also Sindhi but it is being done by Americans mostly. A friend of mine has developed a dictionary of Punjabi phrases. The Pakistani community are more interested in poetry, so a lot of 'Mushairas' are held in New York. I don't know whether you can consider this as popularizing Urdu or has it become the language for entertainment?

#### **What has been your role in acting as a bridge between South Asian and American cultures?**

I have been involved with various associations that acted as a platform through which we held various lecture sessions. The Karachi University Alumni Association in the US has really been acting as a bridge between KU and US colleges. We arrange various discussions and lectures on culture and other topics at these colleges. We also invite chancellors or vice chancellors from Pakistan to speak at these forums.

#### **You have been directly exposed to Pakistani media in earlier years. Do you find a difference now?**

My career in journalism started from PTV, Quetta station. I used to do a program on current affairs. But my passion was to be in the print media, I preferred writing for the newspapers than appearing on TV. A lot has changed since I was here nearly two and a half decades ago. The world has progressed tremendously and there has been major political and social change. There has also been so much destruction through war and otherwise. So, obviously, all this has affected journalism here as well and it has changed accordingly.

Journalism today has become very aggressive, especially in the electronic media in Pakistan but there is a lack of 'nationalism' which is an important factor. Whereas all

the American channels only show what is in the interest of the country, they would never show their country in a negative light as they believe in nationalism. However in Pakistan it's another story. If one channel is keeping the interest of the country in mind while airing a news or discussion program, the other makes it a point of putting it down, even if it hurts the country in the process. They do not do any research; they just take the news from the international channels or New York Times, etc. and air it as their own.

#### **What more could the TV news channels in Pakistan do to build better credibility?**

I think there is no code of ethics among the TV news channels in Pakistan. If there is, then all the channels do not follow it. For example, they take a news story, blow it out of proportion and repeat it insistently, over and over again to create sensationalism and without taking the responsibility for the consequences that occur and hurt society as a result. It seems like both the government and society has shrugged their responsibility and nobody cares about what is happening to the country. It's like a herd of wild animals that has been set loose, destroying everything in its way - that's what our society has become. To top it off, the media, especially electronic media, further flares up the situation.

There seems to be a lack of seriousness and responsibility among the politicians and the media. However, in the print media there still seems to be some credibility. Freedom comes with responsibility but over here all they care about is freedom. Nobody wants to own up to the responsibility that comes with it.

#### **What sort of professional development are you looking forward to as a next step?**

On my return to the US I will be starting a company, which I have already registered under the name 'Global Beat,' where we would be providing training in journalism and media. I want to do something worthwhile that would also benefit Pakistan. In particular, I would like to provide the opportunities and the platform to students of journalism or upcoming journalists in Pakistan to help them grow professionally. 📧

*Nuzaira Azam, an alumni of Karachi University, started her career in Pakistan with PTV, Quetta, hosting a current affairs program and later as a journalist working for various Urdu newspapers, including Nawa-i-Waqt. She covered the political beat. She moved to the United States in the 1990s, where she worked for the United States government as a media analyst and consultant on South Asian and Pakistani media. She also continued with her journalistic career as a freelancer for various US-based print and on-line magazines. She has received the Ahmad Adaya Urdu International Award for her Urdu novel, Khawab Badosh (Dream Carriers).*

# PAS Awards 2016

The Pakistan Advertisers Society (PAS) introduced 9 special categories and 3 special awards that honoured the most innovative marketing and advertising efforts in 2015 at a recent ceremony. The PAS Lifetime Achievement Award was given to Tariq Ikram. Pervez Rashid, Minister of Information and Broadcasting presented the award.

The hosts of the ceremony were Ahmed Ali Butt, Vasay

Chaudhry and Rubya. The show also featured Shazia Syed, Amna Ilyas, Sheheryar Humayun, Sarmad Ali, Zhalay Sarhady, Mujahid Hamid, Sarfaraz Rehman, Salman Butt, Khurram Koraishy, Abrar Hasan, Babur Sultan, George Skaff, Usman Dilawaiz, Asif Aziz, Nadeem Hussain, Atiqa Odho, Sohail Ali, Gia Ali, Fia Khan, Mantahaa Tareen, Sarwat Gillani and Fahad Mirza. 



## Glam and Glitter

The first gem exhibition of the Pakistan Gems and Jewellery Development Company (PGJDC) was every woman's dream come true. They show exquisite gemstone, jewellery and mineral pieces from Karachi, Lahore, Islamabad, Peshawar, Quetta, Gilgit Baltistan, Chitral and Ghotki. 



## Artesia Launched

The Studio Artesia salon has opened in Karachi. An affiliate of Artesia Vancouver, the Studio is owned by Amber Hasan, a U.S. trained make-up artiste who displayed her talent by giving three different looks to three models – Saima Haroon, Kulsum Malik and Saima Azhar – who sported the party and bridal looks.

According to Amber, Studio Artesia will be a new sensation. Saima Azhar said she is the only model who has not gone for Botox treatment and stands 'all natural.' Her wardrobe was provided by designer Shazia Bhagat and her jewellery came from Nazneen Tariq. 



# UBL is Best Bank

United Bank Limited (UBL) was declared Pakistan's Best Bank 2016 at the first Pakistan Banking Awards held in Karachi. The award recognizes a bank that has demonstrated the most significant contribution to national development and the most effective management of its resources, including its employees, clients, franchise, community and financials. The Awards were held under the auspices of the Institute of Bankers Pakistan (IBP), DAWN and A.F. Ferguson and Co.

Mr. Ashraf Mahmood Wathra, Governor of the State Bank of Pakistan (SBP), was the chief guest on the occasion.

The Awards were adjudged by a 5-member jury of experts comprising Mr. Syed Salim Raza, former SBP Governor and former CEO Pakistan Business Council; Mr. Fuad Azim Hashimi, CEO Pakistan Institute of Corporate Governance; Ms. Nargis Ghaloo, Chairperson State Life Insurance Corporation; Mr. Azhar Hamid, former Banking Mohtasib, former member Board of Directors of SBP and former Country Head of Standard Chartered Pakistan and Mr. Shehzad Naqvi, former Country Head of ABN AMRO and Citibank in Pakistan and Singapore.

Mr. Wajahat Husain, President & CEO UBL, commenting on the occasion said:

"I am proud and honoured that UBL has been declared the Best Bank at the country's first Banking Awards. UBL has been a leading financial institution for the last 57 years. During this period, the Bank has come to be acknowledged as a Progressive and Innovative bank. These two identities of the Bank have seen it contribute greatly towards financial inclusion and economic development of Pakistan. UBL's primary pursuit is to provide superior financial products and services to our valued customers; this stems from our corporate belief 'Where You Come First'." ❏





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# Celebrity Sell

It looks like 'celebrity pull' is what drives the market these days and advertising based on the good old copy concept seems to be going out of fashion. The easy way out is to grab a celebrity and let him – or her – do the selling by their mere presence in the ad. If it is Kamini Kaushal, the film heroine of yore, selling Surf Excel and its stain-cutting properties, Salman Khan is not far behind with Sunlight Washing Powder and the fragrance it is supposed spread all around. As for the fabric cleaning characteristics of the washing powder, well, who cares if Salman Khan doesn't and neither does the pretty chic he is trying to befriend.

Farhan Akhtar, known more for his father, poet Javed Akhtar and stepmother Shabana Azmi, appears in an upmarket Dulux Paint ad and even sells Voltral Emulgel cream. Sales must be good for both product categories or what would Farhan Akhtar be doing in those commercials, devoid as he is of any macho airs?

A better marketing strategy, however, is pursued by Master Paints. Their TVC features comedians Sohail Ahmed (*Hasb e Haal* fame) and Abid Kashmiri. Since they are shown presenting a qawwali and are thus closer to home with the painters, the Master Paints sales pitch covers a wider audience. The 'token' has always held a big attraction for the painters but the Master Paints commercial derides the ploy. The painter community play a pivotal role in the paint-buying decision and the qawwali contest appeals to this consumer class in more ways than the Dulux 'velvet' touch that any wall may crave.

Talking of celebrities, Mahira and Fawad Khan bring to the Lux commercial some 'oomph' but their quasi-romance is lost on the consumer because they always fail to discover the product promise that is repeatedly bandied about but is hidden in a realm somewhere that is divorced from reality.

And if that were not enough, QMobile and its soft corner for celebrities knows no bounds. The latest person to feature for the phone brand is Shahid Kapoor. Sales must be good or

why would QMobile stick with him? It was jacqueline Fernandez and a whole procession before that.

Even Sidharth Malhotra has jumped onto the

brandwagon in the Fair and Lovely ad. The emotion link that certain brands endeavour to promote becomes quite unfathomable at times.

Coke plays on the love that exists between a mother and her grown-up children. It beautifully represents the emotion and has been executed with a lot of feeling but aren't TV commercials, expensive as they are both to execute and to broadcast, supposed to aid product sales in the end and those brand people who have their brains in the right place do not get swayed by any tear-jerking concepts?

A similar link is also seen in the Soya Supreme commercial. It plays on the emotions of a young boy who is observing a fast and is far removed from any efforts that the brand may make to sell the properties that the cooking oil represents. Does Soya Supreme need a TV ad in the first place?

Have things come down to the fact that these pricey TV commercials are not made any more to serve as additional tools in a brand's selling efforts and have been reduced to either featuring celebrities and their over-sized egos – or to translating the misplaced whims of certain brand people and their proclivity for meaningless TV ads?

The brand will sell on its own merit and reputation, so who cares! – J.A



CAMPAIGN

# Azhar – Revisiting the Hero

Cricket as a sport has had in recent years a chequered history, full of match-fixing scandals and power-hungry individuals out to make a fast buck. This has been especially true with respect to the sub-continent; over the years, many cricketing stars have found themselves ensnared by the sticky web of secret multi-million dollar deals, some having to pay with their careers. Therefore, it only seems natural for a film to be based on one of the most controversial cricket players of recent times – Mohammad Azharuddin.

A somewhat bearable watch for some, the film actually proves to be a treat for cricket lovers. Offering a deep insight into the humble beginnings of a talented batsman, one gets to see the journey highlighting the various stages of evolution of Azharuddin from a young lad infected with a child-like wonder to become an international sports star with an ability to inspire millions. One also gets to see other popular characters representing cricket - Kapil Dev, Ravi Shastri, Navjot Singh Sidhu and Manoj Prabhakar (along with a slight mention of the 'new rookie' in town who is none other than future cricketing star, Sachin Tendulkar).

The film takes care to emphasize the various challenges faced by cricketers every day, such as politics, infighting in the team and a lack of support from higher management, before diving headfirst into the main theme of the film - the match-fixing scandal that led to a lifetime ban on the cricketing hero and had Azhar embroiled in a case that lasted nearly eight years. Towards the end, the film is seen as a tell-all of sorts, completely exonerating Azhar from all blame but still allowing the audience to decide the truth for themselves.

It was rather refreshing to see Emraan Hashmi move away from his image of 'serial killer' and instead get a chance to show off his acting prowess otherwise. Although he seems to have done a

good job in the film, one cannot help but express certain reservations regarding his selection for the role as he bears virtually no resemblance to Azharuddin. His female co-stars, Prachi Desai (who plays Azhar's wife, Naureen) and Nargis Fakhri (who plays Indian actress, Sanggeeta Bijlani, with whom he ultimately has an affair), do sufficient justice to their roles but, of course, remain in the background. This allows Emraan Hashmi to take most of the spotlight. The manner in which he emotes in various sequences of the film, whether it is his first nerve-wracking meeting with Naureen or the extremely stress-filled courtroom sessions in which he has to bear through insults and accusations hurled at him by the public prosecutor (played by Lara Dutta), it is all highly commendable.

In spite of all the feel good factors in the film, it does seem to cast too much of a positive light on Azharuddin. The premise used relates to similar storylines exhibited in a variety of Indian films in the past where one man stands alone against all adversity. No one is spared, not even the great Kapil Dev whom Azhar terms as his idol. He is shown as one who is largely concerned for his own well-being rather than others. Still, it is an entertaining film.

– Mahrukh Farooq



FILM

## Tanha relaunches Ali Haider

Having finally settled on making music after dabbling for a bit in preaching, Ali Haider is still seen trying his best to gain a solid footing as a musician. Apart from his stellar performance in the eighth installment of Coke Studio, the *Purani Jeans* star had made virtually no contributions to Pakistani music in the past two years; that is, until now.

*Tanha*, Ali Haider's latest musical collaboration with rising talent, Emma Mall, is a soft, appealing melody that sheds light on the challenges faced by those who migrate abroad for a better life along with the feelings of homelessness and nostalgia felt by them in a largely unfamiliar land. As described on Ali Haider's Facebook page: "We all love to go abroad but then comes a point when you miss your homeland, your people and your culture and you feel alone. *Tanha* portrays all those emotions."

The video shows shots of both Ali Haider (who does not seem to have aged much) and Emma Mall interchangeably with random

sequences showing people walking along the streets of what looks like New York.

Though the song is a somewhat easy listen, it still fails to strike a chord with the listener mainly because its tempo remains the same from the beginning to the end. There are no points in the song that require either singer to challenge their vocals or manage various pitch levels. It is evident that Ali Haider seems inclined towards returning to his roots and connecting with his audience through his signature soft ballads; songs for which he is known and loved. However, this song seems to even lack the charm normally associated with Ali Haider songs, instead presenting itself as a little monotonous and also a bit boring.

One of the highlights of the song, though, is the guitar riff played in between the song sequences of both musicians. The highs and lows of the guitar solo deliver deep impact as not only do they carry the Faraz Anwar signature (the track in question has been produced by him), but also makes one reminisce a simpler time in Pakistani music when all it took for one to make a great song was a great guitar riff.

Overall, the song seems to be a good effort. Here's hoping to it being the relaunch pad for Ali Haider's flailing career. –

M.F.

MUSIC





# How to Make a Leaflet

You have many different reasons to make a leaflet or other piece of literature for distribution. Making leaflets, brochures and pamphlets is something people often do for business requirements. Leaflets are also useful for creating an awareness campaign. You must plan, design and build the leaflet according to your target audience.

**Know your topic.** When you sit down to make a leaflet, you need to know about your topic. When you're researching the topic, think about the most important key points your reader must have in order to understand your message. Know what resources you have available. For example, if your topic is about a book fair, have spots in your leaflet about book reading, word games to play, and other interesting information.

Plan the leaflet by making a rough draft. Fill it out as a mockup to keep your brain moving creatively. The rough draft can be used to help work the layout and organization.

**Pick a title.** The leaflet must have a title. It should be brief and informative, but should also catch the reader's attention and invite them to read more.

A title may come to you after you know more about the topic.

**Give an overview.** An overview is a brief but clear opening that clearly states the objective of the leaflet. Write an introduction that is concise and creative. If necessary, use bullet points to keep your objective from having too much text.

**Make text easily readable.** Avoid read-

ability problems by keeping your text at a minimum size of at least 12 points in a clear font, such as Arial. Avoid whimsical and unclear fonts and stick to short and simple paragraphs, with plenty of space in-between.

Headings should stand out from the rest of the text consistently. For example, the headline should be bold. Another option is to underline headlines.

Avoid crazy use of colours. Keep the colours contrasted from the white paper but avoid using several colours at once. This gives an overwhelming look and is difficult to read.

**Keep it simple.**

Leaflets should be organized and kept simple. Use plain English or Urdu and avoid slang or overly complicated sentences. To keep your sentences simple, try reading them aloud to yourself. If you're finding that you struggle over words, your sentences may be too complex or difficult to understand. Avoid jargon and abbreviations.

**Group information.** When building the leaflet text, keep relevant information flowing steadily and logically. If possible, avoid

repeating information. For example, when writing about a day at a book fair, keep all relevant information together.

**Proofread and edit.** Once you have all your information typed and proofread, check again for grammar, spelling and formatting errors. This works best if you let your information sit for a few hours and check back. If you reread it too soon, you will find yourself easily skipping over errors. If time permits, ask a friend to proofread on your behalf. ✂



## Corporate Moves



**Dr Ishrat Hussain** has joined Engro Corporation as Senior Advisor on Education.

**Sarmad Ali** has become President, APNS.



**Irfan Wahab Khan** has become CEO, Telenor Pakistan.

**Jabr Al-Azeeby** has appointed as Vice President, Pakistan at Emirates Airline.



**Jawwad Cheema** has been appointed Chief Executive Officer, Shell Pakistan.

**Ali Riaz Chaudhry** has become President and CEO of Tameer Microfinance Bank.



**Syed Gulzar Hussain Shah** has become Managing Director, Utility Stores Corporation (USC).

**Sheharyar Mirza** has joined PC Bhurban as General Manager.



**Sadia Dada** has joined K-Electric as Director, Marketing Communications.

**Muhammad Kuli Khan Khattak** has become Director, Universal Insurance.



**Asif Rashid** has become Vice Chairman, Pakistan German Business Forum (PGBF).

**Satoshi Tsunakawa** has been appointed CEO, Toshiba.



# Ins & Outs

## New Appointments

Client	Advertising Agency
Yusra Medical & Dental College	Ad World
Realtime Marketing	COMMTECH
Mehran Sugar Mills	Media Pulse ( for HR Ads )
Blue Pine Mountain Homes	Midas Communications Pakistan
Dixy Chicken Pakistan	Midas Communications Pakistan
CropLife Pakistan	Prometheus
Federal Government Girls Inter College Near: Askari-III, Karachi Cantt.	Synergy Advertising
Federal Government Minwalla Public (Girls), School Road., Karachi Cantt	Synergy Advertising
Federal Government Public Middle School, Model Colony, Karachi	Synergy Advertising
Federal Government Junior Public School (Boys), Dr. Daudpota Road.	Synergy Advertising
Federal Government Public School Manora Cantt.	Synergy Advertising
Federal Government Public School Dr. Daudpota Road.	Synergy Advertising
FG Public Middle School, Drigh Road, Cantt. Karachi.	Synergy Advertising

## Change Of Agency

Client	New Advtg Agency	Outgoing Agency
USAID Pakistan	M & C Saatchi World Services. ( for Communication and Outreach Activity )	Interflow Communications

Source: All Pakistan Newspapers Society (APNS)

Estd.  1860

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