



PAKISTAN ADVERTISERS SOCIETY

20  
22

annual report



# THE ADVER- TISERS VOICE }

# CON- -TENT

CHAIRPERSON'S VISION	01
NOTE FROM THE EXECUTIVE DIRECTOR	02
KEY INITIATIVES	05
○ Re-Strategizing PAS	
○ Professional Advancement Programme: Trainings & Webinars	
○ Bootcamp	
○ Marketer Toolkits	
○ Insurance Marketing	
EFFIE AWARDS PAKISTAN 2022	11
COUNCIL MEMBERS	15
OUR SERVICES	16
MEMBERS AND NEW MEMBERSHIPS	17
WORKING GROUPS	19
FINANCIAL STATEMENT 2021-22	20

Let me begin by saying that it's an absolute honor to serve as a chairperson of this august body. The only reason I feel honored is the potential of this Society and the passionate people involved that make me believe that it can fulfil a greater purpose and be a lighthouse for the entire industry...

... and with this passion I plan to serve the industry from this platform.

I am a firm believer of having strong foundations with right fundamentals and I was fortunate that everyone at the helm of affairs shared my vision. This became the starting ground for re-strategizing the Society and having a clear growth plan. We all were clear that with changing times there is a need to rethink what the Society should now stand for and its area of working in the years to come. In this effort, the management and all the members of the board played a very important role, and together we successfully defined the pillars of the Society and in doing so, we all were clear that we have to be 'member obsessed' and with this thought expand our portfolio and increase value proposition, lead with initiatives, be thought leaders, be bold, increase clout and become the 'go to' place for the industry professionals.

# CHAIR- PERSON'S VISION



With the strategy redefined, one logical consequence was to re-brand the society, which we are in the process. We plan not only to limit ourselves to the visual identity, but also the vision of the Society.

These steps are external faced. Having a rock solid organizational structure to support the vision is equally important and so we also looked at internal governance and how we can build a people centric culture within the Society that fosters growth, learning and development and maintain it to be at par with any other commercial organisation, which I feel has been a key element in the overall success of PAS and the work it has done over the years making it the only industry body that truly has worked for the betterment of the industry.

This was one of my major tasks. Hopefully, you will see this concluded with the beginning of the coming year.

For the coming year, I want to focus on how we can bring all the stakeholders together and make them realize that we ought to do some real meaningful work in areas like media measurement, quality content, setting standards of practices, etc. where I see ourselves struggle for so many years. It has been long overdue that we need to invest, invest and invest in the future. We need to come out of our silos, keep our differences aside and make real effort in growing the industry that will bring opportunities for all. We also need to realize that vigorous competition is good, but it should not hold us back from coming and working together with a vision that is long term and benefits the industry, as we all will only grow if the industry grows or else, we will continue the path on which we have been for the last 75 years.

I hope we all can realize and play our part. I am fully committed to lead this journey with all of you.

In the end, I would like to appreciate and recognize the endless passion and effort that Qamar, Afsheen and Mariam put that has taken the Society where it is today. I would also like to thank my co-council members, their dedication and commitment is commendable, and it is their energy that fuels me making my tasks much easier.

I wish all of you a very happy new year in advance, hope 2023 brings love, peace and happiness in our personal and professional sphere.

*Zeelaf Munir*

**Dr. Zeelaf Munir**  
Chairperson PAS  
CEO & MD, EBM



Last year I said that my contemplation has even taken a greater meaning as we celebrated 25 years of PAS and one thing I was certain of that we need to evolve, we need to shift our gears and we need to widen our area of working aligning with the rest of the world. It was time to revisit the vision of the Society, ensuring that we are representing the entire industry and what we are doing is relevant to the evolving needs of marketers.

Starting with this spirit we and our dedicated board took the task of thinking what the Society stands for and what it ought to do. Reconsidering our core pillars, one thought was also to widen our horizon with a shift from 'advertisers' in our language to more encompassing marketing and marketers, which has always been the case, but should now be pronounced. This work is in progress and in the coming year we will start afresh with a new beginning, but not forgetting our rich legacy, in which we take immense pride.

As part of redefining ourselves, we also chalked out and prioritized our action points or initiatives for this year and for 2023, some of were short, while others were long term While we were strengthening our foundations, we continued our usual work which include webinars, training, arbitration, being engaged in managing TAM and our big-ticket item, the Effies, which like always was a roaring success especially concluding with an

on-ground event after two years. It was a highlight as everyone got a chance to meet each other and celebrate some good work.

While we were strengthening our foundations, we continued our usual work which include webinars, training, arbitration, being engaged in managing TAM and our big-ticket item, the Effies, which like always was a roaring success especially concluding with an on-ground event after two years. It was a highlight as everyone got a chance to meet each other and celebrate some good work.

Financially, we did quite well. Showing 36% growth from previous year in our surplus after taxation. In terms of cash flow, we have been extremely healthy with an increase of 82% in cash and cash equivalents at the end of the year. This will allow us to invest more in our activities that will serve our members in a better way, which sits quite well with redefining ourselves and our action points.

As I said last year, our efforts will continue with your support. I firmly believe in the spirit of 'together we learn and together we grow'.

My special thanks to the Council and my office bearers, in particular. Their unwavering support is what encourages us to push our boundaries and do more for the industry. Special thanks to all the member companies. Each one of them have been critical in help us grow our services and sustaining all the initiatives. Without them, we wouldn't be able to achieve what we have this year.

My special thanks to all my team members. Afsheen Rizavi, the General Manager, has been instrumental and has played a lead role in all the successes and by our side is Mariam Vohra who has been super dedicated and shares the vision. It is difficult to find such committed people, however, here PAS has been lucky. So, thanks once again to all of them.

Fully prepared to finish this year in high spirits, I wish everyone a great beginning to 2023!

# MESSAGE FROM THE EXECUTIVE DIRECTOR



Qamar Abbas  
Executive Director

## **TO PROMOTE THE VALUE OF ADVERTISING**

- To make realize the government, the consumers & the society at large the importance of advertising and the role it plays in economic development and increasing awareness through communication encouraging consumers "right to choose".

## **PLAY A ROLE OF SELF-REGULATORY BODY**

- Implementing Code of Advertising Practice amongst its members that is acknowledged and respected by agencies, media and other marketing suppliers to promote ethical & responsible practices in the field of advertising.
- To ensure that the right of advertising is a responsibility towards the consumers and is not taken for granted & seek public trust in advertising.
- To implement a code of conduct within the advertising partners to ensure transparency at all levels of operations.

## **DEFEND AND STAND FOR THE LEGITIMATE RIGHTS OF ADVERTISERS ENSURING FREEDOM OF ETHICAL AND RESPONSIBLE ADVERTISING AND ALL OTHER COMMERCIAL COMMUNICATION**

- A lobbying body playing a dominant and an effective role in regulatory, legislative and media policy making with the government, agencies, media and others ensuring every advertiser to advertise freely, openly and responsibly without undue hindrance or constraint.

## **STRIVE FOR EXCELLENCE IN ADVERTISING**

- Creating knowledge centre by initiating training programs, publications, seminars, workshops and conferences to foster a refined and superior class of advertising professionals that will raise and represent Pakistan's advertising industry at a global level.

## **OPTIMIZE ADVERTISING COMMUNICATIONS**

- Piloting research studies and establishing best practice, operational & strategic, guidelines to encourage accountability, standardize advertising practice & get better value for the ad spend.
- Establishing measurement and rating systems across all communication mediums.
- Stimulating maximum effectiveness and efficiency in realm of emerging media and technologies.

## **"BUILDING BRIDGES: PEERS WHO HAVE ALL TO GAIN IN TALKING TO EACH OTHER"**

- Establishing national, regional and global alliances aiming towards a common goal.
- Identifying areas of common interests and concerns of the advertisers and developing information gathering and relaying system.
- Sharing experiences and benchmarking performances, vis-à-vis their peers in their industry, their agencies and their counterparts across numerous markets.

# PAS AIMS & OBJECTIVES

# what we do

- Advocacy ●
- Training & Development ●
- Best Practice Toolkits ●
- Research Development ●
- Knowledge / Resource Centre ●
- Dispute Resolution/Arbitration ●
- Legal Advisory Services ●
- Members Forum ●
- PAS Help Desk ●



## RE-STRATEGIZING PAS

This year we started by stepping a little back. It was time that we revisit what the Society stands for work, what are our pillars that what will direct the future working and marking out a clear growth plan.

# KEY INITIATIVES 2022



With this objective, together we successfully defined the pillars of the Society and in doing so, we all were clear that we have to be 'member obsessed' and with this thought expand our portfolio and increase value proposition, lead with initiatives, be thought leaders, be bold, increase clout and become the 'go to' place for the industry professionals.

### *Growth plan!*

#### **be member obsessed!**

- expand portfolio... increase value proposition
- lead with initiatives
- be thought leaders
- be the 'go to' place for the industry professionals
- be bold and increase clout

#### *lead with swagger and be loud!*

This work has now led to a re-branding exercise, where not only the visual identity will be reviewed, but the vision and mission of the Society will also be re-visited that will be launched early Jan 2023.



## WEBSHOPS

This was the first year when we tried hands on virtual workshops. We did two and to our surprise, they were interactive and were received quite well. These surely cannot replace our on-ground trainings, but they will remain an

### 1. Performance Marketing

*by Jessica Awekedian*



### 2. Web 3.0 & Metaverse

*by Charlie ang*



# Professional Advancement Programme TRAINING

We continue to leverage WFA membership and bring free of cost webinars on diverse topics for all our member companies. Major areas of focus are:

## PAS | WFA WEBINARS

1. Clients & Creativity
2. Sustainable storytelling - what are you scared of?
3. Counting the (Carbon) Cost
4. Reversing the decline in advertising effectiveness
5. Diversity & Representation: Ensuring media & advertising supports inclusion
6. Tackling responsible media
7. Global media demand
8. Navigating global media demand and pricing – 2022, 2023 & beyond
9. Media contract guidance webinar – Global best practice
11. The rise of freelance talent
12. The media shift: Anticipating the media world of tomorrow
13. Mitigating risk-inflation, agency talent shortfall, etc.
14. A brand's guide to retail media
15. Social Commerce: Taking the high street to the social feed
16. Evolving the role of apps for Businesses in APAC
17. Rise of Chinese brands: Why is it important for businesses in and outside of China
18. 2022 Global Production Trends
19. Designing the right production model for your organisation
20. Effective financial management: a focus on influencer marketing, PR and social

“

## HIGHLIGHTS OF THE BOOTCAMP”

- **Case-based teaching and Learning:** Re-learn and analyze the best practices of marketing and apply them the Effie way.
- **Masterclass:**  
Practice the latest marketing trends and their application with industry stalwarts offering tips and tricks to tackle challenges.
- **Deconstruction of the Effie Form:**  
Master how to be the architect of Effie winning cases. Go in-depth into how to align all four parts of the Effie form to leave a mark through their exceptional case writing.
- **Live Jury Panel:**  
Get live feedback from our expert jurors.
- **Live Q & A:**  
Ask all the burning questions you've always wanted to be answered!
- **Networking:**  
Meet industry experts, seasoned jurors, and your peers to exchange ideas, and experiences in a fun and interactive way.

This bootcamp gave insights and inspired the participants on how to convert an idea into an effective marketing strategy resulting in an award-winning campaign.

# RE-THINKING MARKETING THE **effie** WAY

This is something we always wanted to institute with experts from our own market and industry and this year we successfully executed it.

Re-think Marketing the Effie Way was a case study based rigorous and interactive two-day marketing bootcamp to bolster the understanding of marketing fundamentals followed by how to craft an award-winning entry.

It focused on reinforcing the basics of marketing with a case study application based on a challenge. Under the tutelage of prolific industry experts, participants also deconstructed the Effie form and learnt how to write an Effie-worthy case.

Two of our brightest minds, a marketer, Sheikh Adil Hussain, Marketing Director-Hair Care at Unilever and an agency mad man, Umair Saeed, Chief Operating Officer of Blitz, crafted and led the bootcamp. A special thanks to both for structuring the entire bootcamp and making it super interactive and engaging.

The bootcamp ended with a live jury session where three teams were awarded Gold, Silver and Bronze.





# TOOLKITS

*This year we added two more tools in the marketers kit.*

## INFLUENCER REPORT

# KEY INITIATIVES 2022

The screenshot displays the Waleo Influencer Report interface. On the left, the Waleo logo is next to a circular seal that reads 'INFLUENCER ADVISORY BOARD' and 'PAS SAFETY'. Below this, the text reads: 'Get in-depth analytical report to run your Influencer Marketing'. A subtext states: 'Use the power of influence to understand the holistic overview of your favorite influencer's digital performance.' On the right, a circular dashboard shows a central profile of a woman. Surrounding this are various analytics: 'Followers 7.09M', 'Beauty' category, 'Entertainment' category, and a gender breakdown: 'Female 48.3%' and 'Male 28.3%'. Social media icons for YouTube, TikTok, Facebook, and Instagram are also visible.

Analytics to research, plan and run Influencer Marketing initiatives by considering 70+ data points covering audience, engagement, content, campaigns, creatives and much more.

- Unparallel depth of insights.
- Audience quality: Choose the best influencer by machine learning.
- Identify themes/trends to better design/plan campaigns by reviewing thousands of influencers.
- Measure and evaluate influencers organic and campaign performances across many dimensions.
- Compare your performance with competitors.

# KEY INITIAT- -IVES 2022

## Marketers' Toolkit Digital Ad Fraud

jackofdigital | PAS | SPIDER AF

COUNTERING ONLINE  
**AD FRAUD**  
AND SAVING MILLIONS!



Digital Ad Fraud is a real and a growing threat affecting all brands, and as the spend is growing, the forms of ad fraud are also evolving requiring sophisticated tools to minimize its impact, which is not only financial, but reputational.

PAS partnered with Jack of Digital to help Pakistani marketers battle ad fraud by automating the identification and reporting of invalid digital traffic with the help of Spider AF.

Spider Ad Fraud offers a valuable and unique solution for combatting digital ad fraud and increasing the effectiveness of your digital ad campaigns.

### WHAT INTERFERES WITH ADVERTISING:

- Ad Fraud
- Brand Safety
- User Fraud

### HOW IT BENEFITS MARKETERS!

- Magnify the impact of your ad budget, increase impressions and conversions without additional cost
- Scale Ad Viewability
- Increase the number of quality leads
- Improve accuracy of reporting to advertisers
- Reduce invalid clicks and invalid conversion rates
- Ensures that your ads are shown at quality placements, keeping brand safety in mind

### HOW IT WORKS?

- Available for Web Advertisers, Mobile Advertisers
- Detection of location, time, keywords, devices, IPs
- Detection of invalid traffic
- Daily Update on IP Blacklist
- Exclude Audience
- Dashboard Access

### KEY FEATURES

- Measures against Ad Fraud
- Search Ad Support
- Display Ads Support
- Improvement of Ad Performance
- Invalid Conversion Support
- Brand Safety Measures
- Simple Integration



# KEY INITIAT- -IVES 2022

## INSURANCE MARKETER ROUNDTABLE

On the request of our member insurance companies, we called for Insurance Marketer Round Table session. The objective was to explore how member companies belonging to one sector could collaborate and leverage the collective platform of PAS to address marketing and advertising issues and challenges specific to their industry.

The broad agenda of the round table was:

1. Share, discuss and understand the various challenges that insurance marketers face, individual and industry level;
2. identify gaps and see where PAS can play a role in supporting these needs;
3. how the insurance companies can collaborate using the collective platform of PAS in the spirit of 'mutual-support-for-mutual-benefit';
4. draw out an action plan that includes specific initiatives that will help our member insurance companies in making their marketing more impactful and effective.

This initiative was led by Jubilee Life Insurance, EFU Life and TPL, however, during the course we also on-boarded Adamjee and IGI Insurance.

## THE OUTCOME

After discussion and realizing the fact that the penetration of insurance in Pakistan remains less than 1% of the GDP and perhaps one of the lowest in the region, the group agreed to initiate a public awareness campaign to support the marketing efforts of our member insurance companies through a media campaign that will raise the general awareness of insurance, highlights its benefits and breaks myths and misconceptions around it.

The group has floated a brief and invited agencies to present. The aim is to launch a campaign in the first quarter of 2023.

CORE TEAM



### Syed Usman Qaiser

Head of Marketing & Brand Management,  
Jubilee Life Insurance.

### Aman Hussain

Head of Marketing, EFU General.

### Sarah Dawood

Head of Corporate Brand,  
TPL Insurance Ltd.

## IT WAS THE 4TH CONSECUTIVE YEAR OF THE EFFIE AWARDS!

The fourth edition of one of the biggest marketing and advertising awards, Effie Awards Pakistan, was hosted by the Pakistan Advertisers Society on the 1st of April 2022 at Airmen Golf Club, Karachi.

After the resounding success of producing the Gala night virtually for two consecutive years, the on-ground stage was set to honor our industry's groundbreaking and thoughtful ideas and campaigns that set the tone for reaching the highest echelons of marketing and advertising. The event was made special by our title sponsors, Unilever Pakistan and Shan Foods Pvt Ltd. The awards night was hosted by Faizan Haqqe and was attended by six hundred people.



The call for entry for the Effie Awards 2022 started on the 13th of September and over the span of three months, 376 entries were received for the competition. The jury sessions were headed by Mr. Irfan Mustafa, a social activist, entrepreneur, marketing forerunner, and ambassador of Pakistan with over 30 years of experience at numerous top-level responsibilities upholding a remarkable career across four continents. His involvement was extremely valuable and brought a lot of robustness to the judging process.

A total of 145 highly recognized local and international marketers, advertisers, creatives, strategists, academics, and researchers representing different brands, companies, advertising agencies, academia, and research were a part of our esteemed panel of jurors. The first round of jury took place online which was a first for our program. After the second round of Jury, 65 winners were selected.

P&G Pakistan topped the list of marketers and won the title of "Marketer of the Year". Ogilvy Pakistan set the record by winning the "Agency Network of the Year" title for the fourth time. BBDO Pakistan won the "Grand Prix" along with Green Star and Generation for their campaign "Veil of Care".

Effie  
AWARDS  
2022

The momentous gala night was made even more special by the enthralling performances of Bilal Maqsood and Lenny.

Dr. Zeelaf Munir, Chairperson of PAS, and CEO and MD of English Biscuits Manufacturer along with Khalid Farid, former Vice Chairman of PAS presented the Lifetime Achievement Award to Mujahid Hamid, for building some of the most recognizable brands and pioneering a new and progressive corporate culture in Pakistan, one that fostered collaboration, enjoyment and a sense of ownership in the workplace.

The night was made memorable by the presence of all our peers in person after a gap of two years and this would not have been possible without the support of our sponsors and partners.

### SPONSORS:

Unilever Pakistan | Title Sponsor  
 Shan Foods Pvt Ltd | Title Sponsor  
 English Biscuits Manufacturer | Official Baker  
 Coca-Cola | Beverage Partner  
 Cadbury Dairy Milk | Chocolate Partner  
 Lipton | Tea Partner  
 Jubilee Life Insurance | Insurance Partner  
 Walee | Category Partner  
 Aprais | Knowledge Partner  
 Jafferjees | Jury Sponsor

# effie AWARDS 2022

### PARTNERS

Symmetry Group – Creative and Digital  
 Medialdee – Digital Activation  
 Gul Khan Truck Art – Gift  
 Alkaram Studio – Gift  
 Bogo – Gift  
 Convex – Gift  
 Radio FM91 – Official Radio  
 Jang Media Group – Print Media  
 Serial Kolor – Animation  
 Activemedia – Event Management  
 Wow360 – Digital Publication

### QUICK FACTS

Entries | **376**  
 Categories | **49**  
 Jurors | **145**

### TOP THREE CATEGORIES

Positive Change: Social Good-Brands with **27 entries**  
 Social Media **22 entries**  
 Influencers **19 entries**

### WINNERS : 65



Gold  
19



Silver  
25



Bronze  
21







## JURY SESSIONS: VIRTUAL & ON-GROUND









# PAS EXECUTIVE COUNCIL



**Dr. Zeelaf Munir (Chairperson)**  
CEO & Managing Director  
English Biscuit Manufacturers



**Farheen Salman Amir (Vice Chair)**  
Chief Executive Officer  
Ekaterra - A Unilever Tea Company



**Asima Haq (General Secretary)**  
Marketing Director-Beauty & Personal Care  
Unilever Pakistan



**Ahmed Rizvi**  
Director Marketing  
RB Pakistan



**Asif Aziz**  
Chief Commercial Officer  
Jazz



**Hassaan Sherwani Khan**  
Head of Marketing  
Pak Electron Limited (PEL)



**Khurram Koraishy**  
Chief Commercial Officer  
Alkaram Studio



**Ovais Yousuf**  
Sr. Brand & Commercial Director  
Procter & Gamble Pakistan



**Afsheen Rizavi**  
General Manager



**Qamar Abbas**  
Executive Director



**Ahmed Wahab Shah**  
Director Marketing - PAR Region  
The Coca-Cola Company



**Faisal Rana**  
Director Marketing & Communication  
Nestle Pakistan



**Humayun Shaikh**  
Marketing Director  
Shan Food Industries



**Nauman Khan**  
Chief Executive Officer  
Asian Consumer Care Products (Dabur)



**Syed Usman Qaiser**  
Head of Marketing and Brand Management  
Jubilee Life Insurance Co. Ltd.



**Mariam Vohra**  
Sr. Executive Marketing

COUNCIL MEMBERS

PAS offers a comprehensive member's benefit programme for its members with educational, technical and advisory services. These are useful in day to day conduct of marketing, advertising and media function, will help establish and standardize best practices and nurture professionalism with the ultimate aim to raise the standard of marketing and advertising communication, making it more effective and rewarding.

PAS is also very sensitive to the unparalleled challenges our members are facing currently. We are equipping ourselves to help the members through these times and bring to them some additional portfolio of services to remain updated with the happenings of the marketing and advertising world.

## OUR SERV- ICES

### Our services to our members include:

#### 1. ADVOCACY & INDUSTRY INITIATIVES

A collective platform to address and resolve issues, individual or collective, with stakeholders like media, agencies and government regulators.

#### 2. ARBITRATION

Intercession through a well-defined protocol under its Code of Advertising Practice on disputes pertaining to competitive, comparative and misleading advertising. This stands as the first line of defense without going to the court of law.

#### 3. REGULATORY ASSISTANCE

Assistance to member companies to address their issues. Members can use the collective power to raise and rally for a joint, but fair cause.

#### 4. LEGAL ADVISORY SERVICES

Counselling on marketing and advertising related matters like copy right, defamation, plagiarism, competitive advertising, etc.

#### 5. AD CONTENT REVIEW

Review marketing communication prior to media release.

#### 6. INDUSTRY RESEARCH PROJECTS

The Society leads industry wide or industry specific research projects on behalf of its member companies. These are projects that individual companies cannot undertake such as Television Audience Measurement, Consumer Multimedia Index, OOH Ratings, Living Standard Measurement (LSM), etc.

PAS also pilots Small Research Studies that it shares with its members free of cost.

#### 7. PROFESSIONAL ADVANCEMENT PROGRAMME

Individual and organizational capacity building by identifying individual needs and developing customized solutions. Under the programme, the following are offered:

- Remote Learning: Webinars, workshops and briefing session.
- Public Workshops
- In-House Workshop: Customized and tailored made.
- Expert Briefings: 1.5hrs session offered free of cost to member companies.
- Peer-to-Peer learning session

#### 8. BEST PRACTICE TOOLKITS

Acutely researched industry manuals or guides by PAS and its international affiliates to standardize and optimize advertising communications and processes.

Available free of cost to member companies only.

#### 9. CONSULTANCY SERVICES

Consultancy services through its pool of resources in various areas like Client-Agency Evaluation, running a Pitch Process, Brand Communication, Identity development or any other areas where there is a specific requirement.

#### 10. BENCHMARKING & SURVEYS

Members can use this service to run surveys within their peers, locally and internationally, to benchmark their practices and/or answer questions that are critical to their marketing, advertising and media functions.

#### 11. ONLINE RESOURCE

A members-only section – articles, research reports, best practice toolkits, white papers and webinar recordings.

#### 12. MEMBERS FORUM & NETWORKING EVENINGS

One of the most important benefit of being a member, are the forums, networking evenings, luncheons and other gatherings where members interact, discuss trends, confer issues and share experiences and most importantly stand unified.

#### 13. PAS HELP DESK

Answer to all your marketing, advertising and media related needs.

# PAS MEM- BERS }

## NEW MEMBERS

1. Shield Corporation
2. Foodpanda

Alkaram Studio  
 Asian Consumer Care Products (Dabur)  
 Bank Alfalah  
 Candyland  
 Continental Biscuits Limited (LU)  
 Easy Paisa  
 EFU Life  
 Ekaterra – A Unilever Tea Co.  
 English Biscuit Manufacturers  
 FrieslandCampina  
 GlaxoSmithKline Pakistan Ltd.  
 HBL  
 Hayat Kimya (Molfix)  
 Indus Motors  
 Ismail Industries  
 Jazz  
 Jubilee Life Insurance  
 Mehran Spice & Food Industries  
 Mitchelles  
 Mondelez Pakistan  
 National Foods  
 Nestle Pakistan  
 Nutrigo Pakistan  
 Packages Limited  
 Pak Electron Limited (PEL)  
 Pakistan State Oil  
 Procter & Gamble Pakistan  
 PTCL  
 Reckitt Benckiser  
 Shan Foods  
 Shangrila Food (Pvt.) Ltd.  
 Tapal Tea (Pvt.) Limited  
 Telenor Pakistan  
 The Coca-Cola Company  
 TPL Direct Insurance  
 Unilever Pakistan



# PAS MEM- -BER COMP- -ANIES



WELCOME TO OUR NEW MEMBERS





PAS offers you seat at the table to drive industry issues with collective intelligence, wisdom and strength that will help you stay on top of critical issues that affect us today and forewarns us of tomorrow's challenges.

**The various committees and working groups are:**

1. PAS Executive Council
2. Standing Committee on Code of Advertising Practice
3. Regional Committee (Lahore & Islamabad)
4. Insurance Marketers Group
5. PAS Media Forum
6. Research Committee
7. Stakeholders' Group (PAS, APNS, PBA & PAA)



**Appellate Forum**

The objective of the committee is to hear and resolve complaints against TAM provide in matters of panel interference, data validity, etc. The committee comprises of representatives from PAS and PEMRA. The following PAS members sit on the committee:

1. Dr. Zeelaf Munir, Chairperson, PAS and CEO & Managing Director, EBM
2. Asif Aziz, Council Member, PAS and Chief Commercial Officer, JAZZ

**Joint Industry Regulatory Committee (JIRC)**

A joint industry committee of all the industry stakeholders to govern Television Audience Measurement (TAM) Ratings in Pakistan. Chaired by an independent Chairman, the objective of the committee is to oversee the entire working of TAM to ensure the reliability and credibility of the data.

Alongside representation from PEMRA, Broadcasters and Media Agencies, PAS is represented by the following members:

- Farheen Salman, Vice Chair, PAS and CEO Eketerra
- Asima Haq, General Secretary, PAS & Director Marketing – Beauty & Personal Care, Unilever Pakistan.
- Qamar Abbas, Executive Director, PAS

# AUDI- TOR'S REPORT

## TO THE MEMBERS

We have audited the annexed balance sheet of Pakistan Advertisers Society as at June 30, 2022 and the related income and expenditure account and cash flow statement together with the notes forming part thereof (here-in-after referred to as the financial statements) for the year then ended.

It is the responsibility of the management to establish and maintain a system of internal control and prepare and present the financial statements in conformity with the approved accounting standards as applicable in Pakistan. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with generally accepted auditing standards. These standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting policies used and significant estimates made by management, as well as evaluating the overall presentation of the financial statements. We believe that our audit provides a reasonable basis for our opinion.

In our opinion the financial statements present fairly in all material respect the financial position of Pakistan Advertisers Society as at June 30, 2022 and its surplus and cash flows for the year then ended in accordance with the approved accounting standards as applicable in Pakistan.

Feroz Abdul Aziz, FCA  
CHARTERED ACCOUNTANTS

	Note	2022 Rupees	2021 Rupees
<b>ASSETS</b>			
<b>NON-CURRENT ASSETS</b>			
Fixed assets - tangible	3	1,848,792	2,489,501
Computer website - intangible	3	136,939	182,587
Long term deposits		125,000	125,000
		2,110,732	2,797,088
<b>CURRENT ASSETS</b>			
Subscription receivable	4	9,519,440	8,555,513
Other receivables	5	16,757,889	14,042,219
Advance, Deposit And Prepayment	6	5,917,288	3,953,349
Advance income tax	7	13,734,569	13,734,570
Cash and bank balances	8	57,780,107	31,784,426
		103,709,294	72,070,077
<b>TOTAL ASSETS</b>		105,820,026	74,867,165
<b>CURRENT LIABILITIES</b>			
Sundry creditors, accrued and other liabilities	9	18,029,222	16,282,584
		(18,029,222)	(16,282,584)
<b>CONTINGENCIES &amp; COMMITMENTS</b>			
	10	—	—
		87,790,804	58,584,581
<b>Fund</b>			
Balance as at beginning of the year		58,584,581	37,083,370
Surplus for the year		29,206,223	21,501,211
		87,790,804	58,584,581

Annexed notes from 1 to 18 form an integral part of these financial statements.



	Note	2022 Rupees	2021 Rupees
<b>INCOME</b>			
Subscription income	11	23,005,991	21,477,648
EFFIE awards receipts (net)	12	40,854,288	31,506,294
PAS Training, conference and toolkets receipts (NET)		399,814	—
		<b>64,260,093</b>	<b>52,983,942</b>
<b>EXPENDITURE</b>			
Salaries, bonus and benefits		21,249,852	19,061,494
Rent expense		2,590,386	2,354,892
Depreciation	3	472,928	661,546
Amortisation expense	3	45,647	60,863
Meeting expenses		531,231	365,356
Subscription and membership fee		423,677	311,785
Telephone and communication		150,272	151,439
Vehicle running and maintenance		567,847	556,540
Repairs and maintenance		387,608	441,175
Website content and management charges		638,454	630,258
PAS 25th anniversary celebration		—	1,000,000
Marketing and communication		65,000	40,000
Electricity		294,446	260,580
Printing and stationery		17,990	9,210
Ijarah Rental		1,463,792	—
Postage		33,246	35,366
Insurance		72,740	51,190
Office entertainment		159,227	137,896
Professional charges		759,800	648,000
Audit fee		99,480	72,060
Bank charges		7,193	14,997
Bad Debt Expense		96,050	—
Travelling Expenses		326,245	—
Zakat		18,614	—
		<b>30,471,724</b>	<b>26,864,647</b>
<b>Other income</b>	13	3,335,956	1,078,004
Surplus before taxation		37,124,325	27,197,299
Taxation	14	7,918,102	5,696,089
Surplus after taxation		29,206,223	21,501,211
Other comprehensive income		—	—
Total comprehensive income carried over to fund		<b>29,206,223</b>	<b>21,501,211</b>

**STATEMENT OF COMPREHENSIVE INCOME**  
For the year ended on June 30, 2022

Annexed notes from 1 to 18 form an integral part of these financial statements.

	2022 Rupees	2021 Rupees
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Surplus before taxation	37,124,325	27,197,299
<b>Adjustment for non cash and other items:</b>		
Depreciation	472,928	661,546
Amortisation	45,647	60,863
Gain on disposal of fixed asset	(570,003)	—
	(51,429)	722,408.50
<b>Operating surplus before working capital changes</b>	37,072,896	27,919,708
<b>(Increase) / decrease in current assets</b>		
Subscription receivable	(963,928)	12,513
Other receivables	(2,715,670)	(5,378,874)
Advance, Deposit And Prepayment	(1,963,939)	(2,381,387)
	(5,643,537)	(7,747,748)
<b>Increase / (decrease) in current liabilities</b>		
Sundry creditors, accrued and other liabilities	1,746,638	4,027,711
	1,746,638	4,027,711
<b>Cash generated from operation</b>	33,175,998	24,199,671
Tax paid	(7,918,102)	(5,696,090)
<b>Net cash generated from operating activities</b>	25,257,896	18,503,581
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Purchase of fixed assets	(262,215)	(217,773)
Proceeds from sale of fixed asset	1,000,000	—
	737,785	(217,773)
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>	—	—
Net Increase in cash and cash equivalents	25,995,681	18,285,810
Cash and cash equivalents at the beginning of the year	31,784,426	13,498,615
Cash and cash equivalents at the end of the year	57,780,107	31,784,426

Annexed notes from 1 to 18 form an integral part of these financial statements.



# NOTES TO THE FINANCIAL STATEMENTS

For the year ended on June 30, 2022

## 1. THE SOCIETY AND ITS LEGAL STATUS

- 1.1 Pakistan Advertisers Society was formed in 1996 under the Societies Registration Act, 1860. The principal activity of the society is to represent the common interest of advertisers towards the advertising industries, its bodies and the Government. The Registered Office of the Society is situated at Office 403, 4th Floor, Clifton Diamond, Block 4, Clifton, Karachi

## 2. SIGNIFICANT ACCOUNTING POLICIES

### 2.1 Statement of compliance

These financial statements have been prepared in accordance with approved accounting standards as applicable in Pakistan. Approved accounting standards comprise of Accounting and Financial Reporting Standard for Small Sized Entities issued by the Institute of Chartered Accountants of Pakistan;

- Accounting Standard for Not for Profit Organizations (Accounting Standard for NPOs) issued by the Institute of Chartered Accountants of Pakistan as notified under the Companies Act, 2017; and
- Provision of and directives issued under the Companies Act, 2017.

Where provisions of and directives issued under the Companies Act, 2017 differ from the IFRS standards for SMEs or the Accounting Standards for NPOs, the provisions of and directives issued under the Companies Act, 2017, have been followed.

### 2.2 Basis of measurement

These financial statements have been prepared under the historical cost convention.

### 2.3 Fixed assets

These are stated at cost less accumulated depreciation.

Depreciation is charged to income applying the reducing balance method at the rates given in relevant note. Depreciation on addition is charged from the month of addition while no depreciation is charged in the month of deletion. Gains and losses on disposal of assets, if any, are included in income currently. Maintenance and normal repairs are charged to income as and when incurred.

Maintenance and normal repairs are charged to income as and when incurred. Gains and losses on disposals of fixed assets are included in income currently.

### 2.4 Trade debts and other receivables

Trade debts originated by the Company are recognized and carried at original invoice amount less provision for any uncollectible amounts. An estimate for doubtful is made when collection of the full amount is no longer probable. Bad debts are written-off when identified.

### 2.5 Provisions

Provisions are recognized when the Company has a present obligation (legal or constructive) as a result of a past event, it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate can be made of the amount of obligation. Provisions are reviewed at each balance sheet date and adjusted to reflect the current best estimate.

### 2.6 Trade and other payables

Liabilities for trade and other amount payables are carried at cost which is the fair value of the consideration to be paid in the future for goods and services received, whether or not billed to the Company.

### 2.7 Revenue recognition

Contributions from members and return on bank deposits are recognized on accrual basis. Contributions from project are recorded on receipt basis due to the nature of the contract.

### 2.8 Cash and cash equivalents

Cash and cash equivalents are carried in the balance sheet at cost. For the purposes of cash flow statement, cash and cash equivalents comprise cash in hand, balances with banks on current and deposit accounts.

### 2.9 Taxation

Provision for taxation is based on taxable income after applicable tax credit.

### 2.10 Ijarah

Leased assets which are obtained under Ijarah agreement are not recognized in the Company's financial statements and are treated as operating lease. Ijarah payments made under an Ijarah are charged to the profit or loss account on a straight line basis over the Ijarah term unless another systematic basis is representative of time pattern of the user's benefit even if the payment are not on that basis.

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended on June 30, 2022

## 3 FIXED ASSETS - TANGIBLE

Description	C O S T			D E P R E C I A T I O N			Written Down Value as at June 30, 2022	Rate
	As at July 1, 2021	Addition/ (Deletion) during the year	As at June 30, 2022	As at July 1, 2021	For the year	On disposal	As at June 30, 2022	
<b>Owned</b>								
Office Equipments	1,535,528	—	1,535,528	1,195,052	68,095	—	1,263,147	20%
Furniture & Fittings	4,797,501	—	4,797,501	3,369,427	285,615	—	3,655,042	20%
Computer Accessories	915,043	262,215	1,177,258	695,688	104,898	—	800,586	30%
Vehicle-Honda Civic-2014-BBK-806)	2,562,980	(2,562,980)	—	2,132,983	—	(2,132,983)	—	20%
Vehicle-Honda CD 70-2021-(KOQ-4052)	89,500	—	89,500	17,900	14,320	—	32,220	20%
<b>Total — 2022 — Rupees</b>	9,900,552	(2,300,765)	7,599,787	7,411,050	472,928	(2,132,983)	5,750,995	1,848,792
Total — 2021 — Rupees	9,682,779	217,773	9,900,552	6,749,503	661,546	—	7,411,050	2,489,501

## INTANGIBLE ASSETS

Computer website  
Amortisation2022  
Rupees2021  
Rupees182,587  
(45,647)  
136,939243,450  
(60,863)  
182,587

## 4 SUBSCRIPTION RECEIVABLE

Subscription receivable 2022  
Subscription receivable 20217,095,590  
2,423,850  
9,519,440—  
8,555,513  
8,555,513

## 5 OTHER RECEIVABLES

Effie Awards 2022  
Effie Awards 2021  
Effie Awards 2020  
Other Receivables  
Provision for Doubtful Debt13,903,234  
1,276,900  
1,508,500  
165,305  
(96,050)  
16,757,889—  
11,814,150  
1,992,140  
235,929  
—  
14,042,2195.1 The movement in the allowance for impairment  
for other receivables is as follows:Opening Provision  
Charge for the year — net  
Write-offs  
Exchange difference  
Closing Provision—  
96,050  
—  
—  
96,050—  
—  
—  
—  
—



**NOTES TO THE FINANCIAL STATEMENTS**

For the year ended on June 30, 2022

	2022 Rupees	2021 Rupees
<b>6 ADVANCE, DEPOSIT AND PREPAYMENT</b>		
Advance for purchase of vehicle (Bank Alfalah Limited)	2,261,810	2,261,810
Prepaid insurance	38,450	34,500
Prepaid rent	1,356,862	616,758
Sales tax Input	1,720,541	500,656
Security deposit	539,625	539,625
	<u>5,917,288</u>	<u>3,953,349</u>
<b>7 ADVANCE INCOME TAX</b>		
Advance Income Tax 2011-12	415,828	415,828
Advance Income Tax 2012-13	42,694	42,694
Advance Income Tax 2013-14	157,623	157,623
Advance Income Tax 2014-15	65,723	65,723
Advance Income Tax 2015-16	1,088,807	1,088,807
Advance Income Tax 2016-17	2,170,407	2,170,407
Advance Income Tax 2017-18	5,035,977	5,035,977
Advance Income Tax 2018-19	4,757,511	4,757,511
Advance Income Tax 2019-20	3,382,758	3,382,758
Provision for taxation 2020	(3,382,758)	(3,382,758)
Advance Income Tax 2020-21	5,696,089	5,696,089
Provision for taxation 2021	(5,696,089)	(5,696,089)
Advance Income Tax 2021-22	7,918,102	-
Provision for taxation 2022	(7,918,102)	-
	<u>13,734,569</u>	<u>13,734,570</u>
<b>8 CASH AND BANK BALANCES</b>		
Cash at banks:		
PLS saving account	57,383,067	31,486,527
Current account	134,506	71,504
Cash in hand	262,534	226,395
	<u>57,780,107</u>	<u>31,784,426</u>
<b>9 SUNDRY CREDITORS, ACCRUED &amp; OTHER LIABILITIES</b>		
Expenses due against Effie award	7,362,388	1,871,517
WFA annual fee	423,677	308,585
WHT payable	591,201	333,557
Sales tax payable	4,821,919	3,885,186
Legal and professional fee payable	89,640	69,000
Bonus payable	3,883,000	3,115,332
Accrued liabilities	857,397	6,699,407
	<u>18,029,222</u>	<u>16,282,584</u>
<b>10 CONTINGENCIES &amp; COMITMENTS</b>		
Lease rentals under Ijarah agreements in respect of vehicles, payable over the following next five years, are as follows:		
Year ending June 30,		
2023	1,596,864	—
2024	1,596,864	—
2025	1,596,864	—
2026	1,596,864	—
2027	133,072	—
	<u>6,520,528</u>	<u>—</u>

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended on June 30, 2022

	2022 Rupees	2021 Rupees
<b>11 EFFIE AWARD RECEIPTS (NET)</b>		
Gross receipts	74,715,569	47,001,337
<b>Expenses</b>		
Event expense	12,524,472	1,284,977
Effie fee	5,968,568	5,732,969
Acclaim software licencing	2,739,329	1,605,029
Trophies, shields and certificates	2,204,000	2,363,000
Jury and briefing session	1,754,134	2,489,665
Entertainment	3,694	82,613
Printing and stationery	1,007,420	1,210
Salaries and bonus	7,149,005	1,639,991
Traveling and conveyance	-	75,553
Marketing and communication	40,000	49,807
Postage Charges	75,269	-
Website and portal charges	395,391	170,229
	33,861,282	15,495,043
	<u>40,854,288</u>	<u>31,506,294</u>
<b>12 PAS TRAINING, CONFERENCE AND TOOLKETS RECEIPTS (NET)</b>		
Gross receipts	900,000	-
<b>Expenses</b>		
Less " Appraisal cost	500,186	-
	<u>399,814</u>	<u>-</u>
<b>13 OTHER INCOME</b>		
Bank profit	2,765,953	965,073
Liabilities written-off	-	112,931
Gain on disposal of Fixed Asset	570,003	-
	<u>3,335,956</u>	<u>1,078,004</u>
<b>14 INCOME TAX</b>		
Current taxation	7,929,152	5,696,089
	<u>7,929,152</u>	<u>5,696,089</u>
<b>15 LEGEND USED</b>		
PAS: Pakistan Advertisers Society		
WFA: World Federation of Advertisers		

**16 NUMBER OF EMPLOYEE**  
Number of employees as at June 30, 2022 were 5 (June 2021: 4).

**17 DATE OF AUTHORISATION FOR ISSUE**  
These financial statements were authorized  
for issue on \_\_\_\_\_, 2022 by the Society's Council.

**18 GENERAL**  
Figures have been rounded off to nearest rupee  
Prior year's figures have been re-arranged & re-grouped for the  
purpose of comparison, if required.

Chairman

Secretary

Executive Director



... the advertisers' voice



---

# agenda

# 2023

# PAS Marketing Conference '23

THOUGHT LEADERSHIP | INSPIRATIONAL | LEARNING

- A one/two-day conference to be planned with Effie Awards 2023.
- Key Features:
  - Head-to-Head | Dialogue | Think
  - Breakouts
  - Exhibition
  - CMO Meet-up

**Date:** May 11<sup>th</sup> & 12<sup>th</sup> 2023





# YOUNG MARKETERS COMPETITION



Pakistan Advertisers Society





## the competition

- a national competition on Cannes format in association with Jang Media Group.
- The winning team will be sent to Cannes and compete internationally with other winners.

## the challenge

Writing a creative brief - a chance to go head-to-head against fellow brand marketers and produce the perfect brief in only 24 hours.

## who is it for?

- Brand marketers
- Working for a brand.
- Aged 30 or under



“The Young Lions competition shines a light on the best young talent within the industry.

## PAS RISING STAR AWARD

will celebrate and recognize the young and emerging talent of the marketing and advertising industry of Pakistan.

Talented, innovators, disruptors, and future leaders, who have contributed to the overall excellence and effectiveness of the marketing organization in their companies.

The winner of the PAS Rising Star Award will act as role model for other up-and-coming marketers across the industry.

**Launch:** August 2023



## In-Conversation with...

**PODCAST:** Season I

- 6 podcasts.
- Topics: Exact subjects to be finalized, however, to revolve around:
  - Head-to-Head with eminent personalities. Local and international.
  - Taboo: Things we as an industry don't like to talk about, but we need to start conversation.
  - Breaking myths

**Launch:** July '23.





## Other Projects

Two projects that we plan to initiate. However, we are working on the structure and will share soon.

- Exchange Learning Programme
- Industry Mentorship

**Launch:** March 2023



## on-going works!

1. Advocacy & Stakeholders Engagement
2. Arbitration
3. Trainings
4. PAS Help Desk





the end

It is not in the stars to hold our  
destiny, but in ourselves!

William Shakespeare