



## PRESS RELEASE

# PAS HOLDS ITS FIFTH EFFIE AWARDS

Karachi, Saturday, 3<sup>rd</sup> June, 2023 - The fifth edition of Effie Awards Pakistan, one of the biggest marketing and advertising awards, was hosted by the Pakistan Advertisers Society on the 3<sup>rd</sup> of June 2023 at Karachi Expo Centre.

This year the stage was set to honor industry's groundbreaking, thoughtful ideas and campaigns that set the tone for reaching the highest echelons of marketing and advertising. In partnership with Unilever Pakistan, the awards night was hosted by industry's own shining stars namely Syed Yawar Iqbal, National Creative Director, JWT Grey, Hamza Amjad, Executive Creative Director, Ogilvy Pakistan, Afsheen Rizvai, General Manager, PAS, Atiya Zaidi, MD and Executive Creative Director, BBDO Pakistan, Mahrukh Shaikh, Head of Content Excellence, Symmetry Group and Sheikh Adil Hussain, Director Hair Care, Unilever Pakistan, with special appearance from Agah Zohaib, MD Mindshare and Kiran Kohati, Head of Consumer Experience, HBL.

Around 800 people attended the awards night bringing together most of the marketing and advertising fraternity. Industry stalwarts like Dr. Zeelaf Munir, Chairperson, PAS and CEO & Managing Director, EBM, Ms. Farheen Salman, President BSPAN, Lipton Teas and Infusions, Mr. Jason Avacena, MD Nestle Pakistan, Mr. Tariq Ikram, Founding Chairman PAS and Former Minister of State, Mr. Imran Syed, CEO Adcom Leo Burnett, Ms. Asima Haq, General Secretary PAS, Mr. Sami Wahid, Managing Director, Mondelez Pakistan, Mr. Asif Aziz, Chief Business Officer, Jazz, Mr. Mehmood Nanji, Jury Chair 2023, were among the few special presenters that handed the trophies to the lucky winners.

Dr. Zeelaf Munir, Chairperson of PAS commenced the ceremony and said that tonight is the night for celebrations, where we celebrate excellence in marketing, but along with celebrations, let tonight be a night of reflection - as marketers we also have the responsibility to influence popular culture and societal narrative. Ending on a high note she said let us step up our game in every discipline and at every level, let us champion causes and create positive change.

The call for entry for the Effie Awards 2023 started mid of September 2022 with 423 campaigns entering the competition. Of these a total of 24 Bronze winners, 28 Silver, and 19 Gold awards were awarded. Unilever 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 fifth time. Coca-Cola and Ogilvy Pakistan won the "Grand Prix" for Coke Studio Season 14.

The Lifetime Achievement Award was conferred upon Musharaf Hai, Ex-Chairman of Unilever Pakistan, a recipient of Sitara-e-Imtiaz and named amongst top 50 most powerful businesswomen of her times by Fortune.



The momentous gala night was made even more special by the enthralling performance of Taha G. The show was a resounding success and an opportunity for all the attendees to meet their peers and applaud their work.

The red carpet was hosted by Umair Saeed, CEO, Blitz Advertising and Anjum Nida Rehman, a corporate communication professional.

Qamar Abbas, Executive Director, PAS said "Effie not just represents an affiliation with a globally recognized award programme, it is our leverage to bring change in how we practice marketing communications and integrate our professionals in the global fraternity. He also thanked all the jurors, the Jury Chair, all the partners and said that without the support of the industry it would be next to impossible to organize these awards that will take our marketing industry to the next level".

This year, Olper's, the nutrition partner hosted the hors d'oeuvres and enthralled the guests with their mouthwatering delights and milk shots. English Biscuit Manufacturers, the official bakers of the event, set up an EBM Bakery serving delightful savories to the guests. The beverage partner, Coca-Cola Pakistan, kept all the attendees cool and in good spirits by setting up their mocktail bar and Lipton, the official Tea Partner served their tea and infusions. Walee Technologies was the category sponsor and Jubilee Life Insurance was the Insurance Partner. Jafferjees had also earlier sponsored the Effie Pakistan's jury sessions.

The event was managed by Borgata. Jang Media Group was the Print Media Partner, Symmetry Group was the Digital/Creative Partner and Media Idee was Digital Activation Partner. Bogo, Radio FM 91, Amreli Steels, Manto and Wah Snacks were generous gift partners. Last but not the least Cadbury our chocolate partner sponsored our gift bags.

For more photographs and details regarding the 2023 Effie Awards Pakistan program or PAS please visit our website [www.effiepakistan.org](http://www.effiepakistan.org) or contact:

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### **About Pakistan Advertisers Society (PAS)**

Pakistan Advertisers Society (PAS) is a non-for-profit Society that collectively speaks for the common interest of the advertisers and is roughly representative of 85% of the ad-spend of Pakistan. Chartered in 1996, PAS 'empower its members' in dealing with the government, advertising agencies, media and other organizations integral to the advertising industry. It believes in promoting the spirit of mutual-support for mutual-benefit among its members.

PAS seeks that advertising is efficient and effective for the advertiser; rewarding for the media, agencies and associate suppliers, and true, honest and equitable to the consumer. PAS currently has about 44 member companies operating in Pakistan and is highly supported by all the industry stakeholders. For more details, visit [www.pas.org.pk](http://www.pas.org.pk) and follow the Effie Pakistan on [Twitter](#), [Facebook](#) and [LinkedIn](#).

### **About Effie Worldwide**

Effie Worldwide is a 501 (c)(3) nonprofit organization devoted to championing and improving the practice and practitioners of marketing effectiveness. Effie Worldwide, organizer of the Effie Awards, spotlights marketing ideas that work and encourages thoughtful dialogue around the drivers of marketing effectiveness, while serving as an educational resource for the industry. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent effectiveness award in the industry and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie Award has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 40 global, regional and national programs across Asia-Pacific, Europe, Latin America, Middle East/North Africa and North America. All Effie Awards finalists and winners are included in the annual Effie Effectiveness Index rankings. The Effie Index identifies and ranks the marketing communications industry's most effective agencies, marketers, and brands by analyzing finalist and winner data from all Effie Awards competitions worldwide. For more details, visit [www.effie.org](http://www.effie.org) and follow the Effies on [Twitter](#), [Facebook](#) and [LinkedIn](#).