



May 04, 2019 Pakistan

Pakistan Advertisers Society Holds First Annual Effie Awards

Karachi, May 4, 2019 – Organized by the Pakistan Advertisers Society (PAS), the first Effie Awards Pakistan was held in Karachi on May 4, 2019. With the affiliation with Effie Worldwide, PAS Awards, which has been Pakistan’s most prestigious marketing effectiveness award program, joined the global Effie network to become Effie Awards Pakistan.

With more than 600 people in attendance, the night brought together the entire marketing, advertising and media fraternity in celebration of effective marketing. Industry stalwarts like Asif Aziz, Chairman, PAS and COO, JAZZ; Dr. Zeelaf Munir, President and CEO, EBM; Shazia Syed, Chairperson, Unilever Pakistan; Sultana Siddiqui, Chairperson, HUM TV; Sarfaraz A. Rehman, Jury Chair; Ms. Amber Saigol, Chairperson, DAWN Media Group and Sarmad Ali, Group CEO, Marketing, Jang were some of the presenters that handed the trophies to the winners.

Mr. Asif Aziz, Chairman, PAS, said “Bringing Effie awards to Pakistan is a proud moment, not only for PAS but for the entire industry, as we all share its mission.”

This year, the Effies featured 14 product & service categories, 11 specialty categories, and 4 special awards. From these categories, a total of 20 Bronze, 15 Silver, and 10 Gold Effies were awarded to clients

and agencies across various categories. The Grand Effie was awarded to UN Women campaign “The Bridal Uniform,” developed by BBDO Pakistan. Ogilvy Pakistan was named Agency Network of the Year and Unilever Pakistan and Coca-Cola Pakistan were named Marketers of the Year. Special recognition shields were also presented to Jang and DAWN Media group for their efforts in the field of marketing and advertising.

Mr. Qamar Abbas, Executive Director, PAS said that “2018-19 was all about making Pakistan visible internationally. Effie will not only help us further raise the standard of marketing communication in Pakistan, but will give us an opportunity to showcase our outstanding work globally.”

The most coveted PAS Lifetime Achievement Award was presented to Mr. Aftab Tapal, Chairman of the Board, Tapal Tea for his leadership and vision that has led to the creation of a major mainstream Pakistani brand that is a source of inspiration for up-and-coming entrepreneurs.

The honorable Governor of Sindh, Mr. Imran Ismail also graced the occasion with his presence. He expressed his gratitude to all the winners and congratulated Pakistan Advertisers Society for bringing Effie Awards to Pakistan.

The red carpet was hosted by Mr. Yawar Iqbal, Executive Creative Director, JWT/Grey and Ms. Mahnoor Nadir. The show featured instrumental music by the Leo Twins as well as a comedic performance by the renowned Umar Rana.

This year, National Foods hosted the celebratory dinner, while English Biscuit Manufacturers presented an award in a special category and also set-up an EBM Café. Unilever Pakistan and Jubilee Life participated as category sponsor, Active Media displayed a beautiful Active Lounge, and Candyland was the gift bag sponsor. Kantar Pakistan had also earlier sponsored the Effie Pakistan jury sessions.

The event was managed by H&S Connect and choreographed by The Woot. Jang Media Group was the Print Media Partner, Adcom Leo Burnett was the Digital/Creative Partner, MK Digital was Digital PR Partner, Bogo, Scentsation, and Espresso were generous gift partners. MindMap was the digital partner, BrandSynario was the online publication partner, FM 91 was the radio partner, and MJunoon was the Online Streaming Partner.

[View full winner list here.](#)

For more information, visit:

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www.effiepakistan.org

www.pas.org.pk