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PAS Holds First Virtual Effie Awards Gala Night

Karachi, July 24, 2020 – Organized by the Pakistan Advertisers Society (PAS), the second **Effie Awards Pakistan** was held on July 24, 2020, however, this time it was all VIRTUAL, produced and broadcasted by SAMAA TV, presented by Shan Foods, insured by Jubilee Life, with Coca-Cola being the official beverage partner and Lipton sponsoring the lounge. The event went live on Facebook and Youtube.

Effie Awards Pakistan, part of a global network of Effie Worldwide, recognizes and celebrates effective marketing efforts. It is one of the most prestigious marketing and advertising award programmes in Pakistan, with small and large organisations participating from across the country. Judged by a panel of local and international industry experts and senior professionals, each campaign goes through a series of reviews across a variety of metrics, with the intention to identify the most effective campaigns, culminating at the awards night when winners are announced.

On the occasion, Qamar Abbas, Executive Director of PAS said, “The virtual Effie Awards Pakistan 2020 gala night is a first-of-its-kind virtual show not just in the industry but across the country and we hope to set a new standard for what award shows can achieve. Being the first Effie program globally to host the awards virtually, we are pushing the envelope with this event and plan to leave no stone unturned in creating a unique and fulfilling experience for both our participants and our audience.”

This year, the Effies featured 14 products/services categories and 11 specialty categories. A total of 14 Bronze winners, 16 Silver, and 12 Gold were awarded. The Grand Effie was awarded to Roshni Helpline Trust “Truck Art Child Finder” campaign developed by BBDO Pakistan. “Ogilvy Pakistan” was named Effie Pakistan Agency Network of the Year and “Telenor Pakistan” was named Effie Pakistan Marketer of the Year.

Mr. Asif Aziz, Chairman of PAS, welcomed everyone on the occasion: "Who could have believed or imagine just six months ago that we would be doing a virtual award show, but these are the times that prove to go that adaptability is the most unique quality that humans have". Adding further, he said, "PAS exists for the industry and Effie Pakistan is an opportunity to shine further and raise our standard of communication and showcase it to the world. So, let's celebrate the talent and good work and continue to strive for excellence".

The coveted **PAS Lifetime Achievement Award** was presented to Mr. Khawar Masud Butt, Chairman, English Biscuit Manufacturers (EBM) for his leadership and vision that led to the creation of one of the biggest Pakistani brands. His contribution to the advertising industry is a source of inspiration for up-and-coming professionals and entrepreneurs.

Thousands of people watched the show live from their home. This time, it not only brought together the entire marketing, advertising and media fraternity, but also reached out to the general public.

Industry stalwarts like Asif Aziz, Chairman, PAS and COO JAZZ, Dr. Zeelaf Munir, President and CEO, EBM; Sikandar Sultan, Chairman, Shan Foods; Tariq Ikran, Jury Chair; and Usman Qaiser, Head of Marketing and Brand Management, Jubilee Life Insurance, were some of the presenters that handed the trophies to the lucky winners. In addition, international advertising and marketing super stars like Rory Sutherland, Chairman, Ogilvy UK; Cindy Gallop; Bob Hoffman; Traci Alford, President & CEO, Effie Worldwide; Stephan Leorke, CEO, World Federation of Advertisers; and Faria Yaqob, CEO of Steal Genius attended the show, shared their views and presented some awards.

The show was hosted by the famous RJ and actor Khalid Malik, and the red carpet was hosted by Atiya Zaidi, Executive Creative Director, BBDO. The show featured a special segment, "Ali vs. Aly," that talked about the campaigns in the running and industry trends, keeping viewers entertained and engaged.

This year, Kantar Group partnered with Effie Pakistan for the jury sessions, Jang Media Group was the Print Media Partner, Digitz was the Digital/Creative Partner, and Espresso, Jaferjees, Paramount Books, Aztec Chocolates were the gift partners. MindMap was the Digital Partner, BrandSynario was the Online Publication Partner and FMOne91 was the Radio Partner.

The night ended at a high note, with lots of cheers and celebrations from teams participating across the country.

For photographs and complete details regarding the 2020 Effie Awards Pakistan program or PAS please visit our website 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 and follow Effie Pakistan on [Twitter](#), [Facebook](#) and [LinkedIn](#).

About Effie Worldwide

Effie is a global 501c3 non-profit whose mission is to lead and evolve the forum for marketing effectiveness. Effie leads, inspires and champions the practice and practitioners of marketing effectiveness through education, awards, ever-evolving initiatives and first-class insights into marketing strategies that produce results. The organization recognizes the most effective brands, marketers and agencies globally, regionally and locally through its 50+ award programs across the world and through its coveted effectiveness rankings, the Effie Index. Since 1968, Effie is known as a global symbol of achievement, while serving as a

resource to steer the future of marketing success. For more details, visit www.effie.org and follow on [Twitter](#), [Facebook](#) and [LinkedIn](#).