

Slogan

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
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Theatre:
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Chic & Trendy

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February 2016

Vol. 21 No. 2

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Price: PKR. 250

Slogan is published every month by

Syed Jawaid Iqbal for

JAWZ Communications (Pvt.) Ltd.

and printed by Shabbirsons, Karachi.

Read complete issue of Slogan on:

www.slogan.com.pk

*The views expressed by the contributors are not
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*Available on EBSCO and affiliated international
 databases through Asianet-Pakistan.*

Who needs Literature Festivals

South Asia is one of those few regions in the world where, generally speaking, literacy is at the bottom of the table. But still, it is interesting to see literature festivals being held regularly in many countries of the region. This is despite the fact that the convention of reading and writing has always suffered from mass indifference in these parts. What has added to the famine is the advent of television and video which has taken the people away from the habit of reading. What has worsened the situation even more is the ingress of the internet and then the spread of social media. The easy availability of mobile phones has also added to the sorry situation. The overall outcome is that reading as an activity is fast disappearing and the new media are taking its place to inform and educate the masses.

It is in this context that events like literature festivals must be reexamined and their very need revisited. Such endeavours, though providing moral and monetary encouragement in their own right, need to be more focused and result-oriented. Writing a book perhaps is no big deal in these times of instant literature. Thanks to artificial intelligence and advancements in information technology, it is already possible to churn out hundreds and thousands of stories in a matter of seconds.

According to an article published in Slogan in its January 2016 issue, it seems that more and more publications and IT companies are turning to technology. The article says that the Associated Press, America's leading multinational non-profit news agency, has announced it would be partnering with a tech company to outsource articles to an IT-based software, namely 'Wordsmith', which is a language generation platform. Wordsmith will write 4,400 articles in mere seconds, as compared to 300 articles developed every quarter by humans. There is also a software in the works that will 'invent, evaluate and present fictional ideas with real cultural value for stories, jokes, films, paintings and advertisements.'

Benefiting from such technology, it will perhaps be possible in the near future to produce books of instant poetry and prose. After all, what is it that will prevent a 'writer' from marshalling together his or her knowhow in information technology to put together a manuscript on a given theme or subject? Interactive sessions on storytelling, social media analytics, live streaming and more are already a part of the scene. What is in store tomorrow or the day after is anybody's guess.

Where does all this leave the conventional literature festival? It gives a good feeling to the organizers and the visitors to literature festivals, to participate in a variety of activities that add to the richness of literature. It gives people a high to get an opportunity to rub shoulders with many leading writers and poets and to ask them questions. While the creators of the written word, also called literature in some of its forms, are busy hogging the limelight, many others who are essentially not 'litterateurs', also jump on to the bandwagon and project their own brand of creativity, all the way from the fine to the performing arts and everything else in between. The literature festival then becomes a cultural festival. In such circumstances, the business of creating literature is still left to those few individuals who have the time and patience and, above all, the knowhow, to produce works of profound depth and speak about their efforts at literature festivals. The non-literary people simply barge into the proceedings at such festivals and call attention to their ware which may essentially not be 'literature' or 'literary'.

Coming back to the question of national literacy and what contribution literature festivals make to the improvement of the situation, the fact is that there is not much progress in that direction. This is certainly not to begrudge the holding of literature festivals because, for whatever they are worth, these events at least add some colour to the otherwise bland landscape. Perhaps in their own way, literature festivals also encourage the people at large to become more 'literature-savvy.' But, as stated earlier, in a growing sea of instant technology, if such festivals were also to contribute to the raising of literacy levels rather than feeding the literary appetites of a genuine few and the adulterated greed of the rest, nations like Pakistan could be said to be truly moving forward.

Javed Ansari



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Launch



Event

Film - Big epic
Romance and Friendship
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Campaign



Film



Music

Quotes...

"When a civilian government performs poorly, people look towards army."

- Pervez Musharraf, former President of Pakistan



"I say to people who come to our country that learning English is essential."

- David Cameron, British Prime Minister



"Sometimes while watching TV, I feel so surprised how anyone can let such a dialogue be telecast on TV."

- Bano Qudsia, playwright



"Media calls everyone to accountability."

- Nasim Zehra, anchorperson



"Cinema is a whipping boy. But, we have to face the reality. It is the society that makes cinema. Cinema doesn't make a society."

- Javed Akhtar, Lyricist



"If Pakistan's future lies in a liberal and democratic dispensation, this must change along with other impediments."

- Ghazi Salahuddin, journalist



"To all those people who are calling me anti, I would like to say that I am proud to be Indian."

- Amir Khan, actor



"I feel I have made the right move by leaving popular boy-band 'One Direction', because I want to be a normal 22-year-old."

- Zayn Malik, singer



"We live in oppressive times."

- Mahesh Bhatt, film-maker



"What I'm supposed to get I will and what you are supposed to get you will."

- Reham Khan, TV anchor



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Pakistan State Oil

Elegant & Educated

This is with reference to the article about top female entertainers in Slogan last month. The write-up was well-written and informative, but you missed some leading names like Sunita Marshal, Mehreen Raheel, Syra Yousuf, Sajal Ali, Neelam Muner and Sumbul Iqbal. They have been continually appearing in advertisements and many of them are also performing roles in drama serials. Other than having an attractive appearance and looks, the crop of new female models and actresses has good academic background as well, which is a good sign for the industry.

Aijaz Ahmed Khan,
Karachi.



Laughing stock

Film actress Meera doesn't miss a single moment to be in the limelight and to have all eyes on her by saying something absurd which, in reality, defames her further. But, this is what Meera is all about. Unfortunately, she has no clue at all as to what to speak and where to speak about herself and others. Getting more coverage in the media than other female actresses does not indicate that Meera is a huge success in the film industry. I am sorry, but she has become a laughing stock for the media.

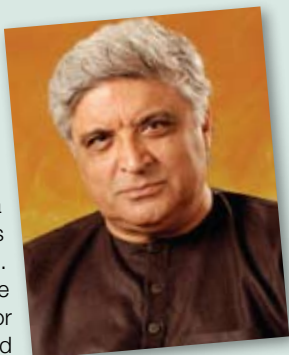
Anjum Ara,
Multan.



Role of Cinema

Javed Akhtar, an Indian poet, lyricist and scriptwriter, has recently said in an interview that the cinema is not responsible for the increasing rate of crime in society. Akhtar thinks it is the society which makes cinema and cinema doesn't make society. I respect his views, but I don't agree with him. Since cinema has a deep influence on people's lives, it can positively or negatively affect their attitude and behaviour, which may also give rise to immoral practices in society. This medium has an amazing ability to influence public opinion and perception. Thus, cinema can spread violence and other social evils too, if used carelessly.

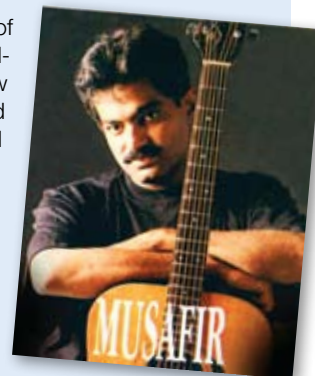
Ali Akbar,
Hyderabad.



Where is Aamir Saleem?

In the early 90s, we had a bunch of young singers, including Aamir Saleem, who came up with quite new and refreshing music. A talented singer and composer, Saleem had several hits such as "woh taron bhari retain," "ajnabi mujhay tum yaad aatay ho," "kal tum say", and a folksong "challa" and many others. A few years before, he sang a title song for a comedy show "Hum Sub Umeed Se Hain" on GEO TV. Since then, we don't see him producing new songs or releasing a new music album. We really miss Aamir's soft and healing voice.

Faisal Rahat Meshhadi,
Lahore.



New record label

I am an ardent fan of Arshad Mahmud. He has been serving the music industry for a long time and also remains one of those music directors who have produced new musicians and singers. Arshad Mahmud has recently launched his own record label 'MoUSICi' to provide new musicians and producers modern facilities for making music and recording. The platform will also help young musicians to polish their skills and learn how to make quality music.

Kosar Jehan,
Islamabad.




Wasu for what?

Started his career as a singer, Shahzad Roy soon emerged as a humanitarian and a social worker and established the charitable organisation 'Zindagi Trust.' Later, he introduced a Baloch singer Wasu Khan has been appearing with him in songs and TV commercials. However, this appears as a kind of commercial exploitation of a poor villager who is being used as an effective tool to promote a rich urban dweller for his self-promotion. If Shahzad is really looking to make a difference for Wasu, he should allow him to perform solo instead of utilizing him as a marketing tool.

Ishrat Aleem,
Karachi.



Hairstyling for the Chic and Trendy



Pakistani women are as much into hair-styling as women in other parts of the world. From everyday casual hairstyles to party hairdos, the Pakistani female is aware of everything that's happening in the hair-styling world. Whether she likes to wear her hair long, short or medium, she ensures that she is comfortable with her looks.

A hairstyle, hairdo, or haircut refers to the styling of hair. The fashioning of hair can be considered an aspect of personal grooming, fashion and cosmetics, although practical, cultural, and popular considerations also influence some hairstyles.

A hairstyle's aesthetic considerations may be determined by many factors such as physical attributes and the desired self-image or the stylist's artistic instincts.

Physical factors include natural hair type and growth patterns, face and head shape from various angles, and overall body proportions. Self-image may be directed toward conforming to mainstream values identifying with distinctively groomed subgroups (e.g., punk hair), or obeying religious dictates.

A hairstyle is achieved by arranging hair in a certain way, occasionally using combs, a blow-dryer, gel, or other products. The practice of styling hair is often called hairdressing, especially when done as an occupation.

Hairstyling may also include adding accessories to the hair to hold it in place, enhance its ornamental appearance, or partially or fully conceal it with coverings.

Hair styling should always be in line with one's facial shape. From straight and long to thick and curly and thin and wavy, different types of hair





Leading hair-stylists in Pakistan



Tariq Amin

Stylist Tariq Amin has been in the hairstyling industry for 25 years and has done some marvelous makeovers and hairstyles.



Nabila

Stylist Nabila is among the country's top driving beauticians. She has added magnificence to the hairstyle world with her imaginative and aesthetic approach.



Sabs

Karachi-based Sabs Salon is a prestigious place run by a group of experts led by design and hairstylist Saba Ansari.



Depilex

Depilex is an embodiment of charm and form in the Pakistani hairstyling industry.



Toni & Guy

The ultimate hair and beauty destination in Karachi, with a vast range of lavish treatments, grooming services and premium products.

types suit different styles.

There is the party style and there is the casual everyday hairstyle. Women need to take care of their hair and protect them from dust, germs, smoke, sun and pollution.


Hair cutting or hair trimming is intended to create or maintain a specific shape and form. It usually consists of trimming the uneven ends of the hair to a uniform length.

The overall shape of the hairstyle is usually maintained by trimming it at regular intervals. Trimming enhances the hair's appearance by removing damaged or split ends.

Stylists often wash hair first, so that the hair is cut while still slightly damp. Compared to dry hair, wet hair can be easier to manage in a cut/style situation because the added weight and surface tension of the water cause the strands to stretch downward and cling together along the hair's length, holding

a line and making it easier for the stylist to create a form.

Brushes and combs are used to organize and untangle the hair, encouraging all of the strands to lie in the same direction and removing debris such as lint, dandruff, or hair that have already shed from their follicles but continue to cling to the other hair.

There are all manner of detangling tools available in a wide variety of price ranges. Combs come in all shapes and sizes and all manner of materials including plastics, wood, and horn. Similarly, brushes also come in all sizes and shapes, including various paddle shapes. Most women benefit from using some form of a wide tooth comb for detangling. Most stylists advise against sharing hair care instruments like combs and clips, to prevent spreading hair conditions like dandruff. 



Hairstyles through the ages

The concept of beauty and personal appearance has been a key concern for human beings since the beginning of history. Through centuries people have been spending time and money in cutting, colouring, styling and decorating their hair.

Amongst the most ancient objects that archaeologists have found in their excavations, are combs. Made of bone, wood, horns, antlers and ivory and fish bones, they testify to the interest of humans for grooming their hair.

Glimpse into the past

Throughout various civilizations and eras, hair has played a major role as an expression of personal identity.

Egyptian hairstyles very much depended on the wealth, age and social group the individual circulated in. Both men and women would have shoulder-length hair or hair cut short to the nape or even clean shaven heads! Between the most powerful social classes, it was common to use wigs and elaborated extensions, with the assistance of personal hair dressers and wig-makers.

The classical Greek hairstyles were longer and pulled back into a chignon style. Other styles involved braiding the hair and fixing it to the head and decorating with flowers,

headbands, ribbons and pieces of metal. Blondes were very rare and many women tried dying their hair blonde and also red.

In ancient times, the Romans gave special importance to their physical appearance and their hair. In the beginning, the hairstyles were simple and long. The women would wear their hair down and keep their faces clear by using a band around the head. Young girls wore a simple bun at the base of the neck, while it was common in men to sport beards and long hair. However, later the ancient Roman hairstyles became an expression of a person's identity and the style determined the person's wealth, status, gender and age.

Chinese culture has given increasing importance to the arrangement of hair in its history and a strong symbolic meaning. Their use of haircuts or hairstyles always marked social or civil status, religion or profession. Chinese hairstyles vary depending on the age of the woman and her marital status. Girls and unmarried women would usually wear their hair long and braided, while married women would make a bun, tied on top of the head with the odd loose curl to show that she was already married. Many Chinese women used a hairpiece called a Buyao (which means "shake as you go"), a hairpin made of gold adorned with movable

flower branch-shaped pendants, pearls and jade.

Among archaeological finds of the Indus Valley civilization, excavated from Mohenjo-Daro, figures splendidly ornamented with gold, silver, ivory and gem stones were found. They sported huge variations of hairstyles. In general, hair care was a common practice and hair dressing, in both men and women, was elaborated with elegance and dedication.

With the arrival of the Aryans, in the 15th century BC, the Indus Valley civilization came to an end and the Vedic Period started. The Vedas prescribed that every Indian should cut hair in form of sikha, which is equivalent to shaving the whole head, leaving a lock of hair at the back or at the side. Over time, this kind of haircut was worn only by the Brahmins, the priest class. The rest of the people would sport long hair and upper caste women used ornaments with jewels and gem stones on the forehead.

All the aesthetic styles of India underwent a transformation with the arrival of the Greeks in their territory and the formation of Hellenistic kingdoms. This culture shone especially in the Gandhara area (today's northern Pakistan) and spread throughout India. Transformations in costumes, dressing, hairstyles, painting and sculpture were very im-



portant at that time. The classical Greek style prevailed in all aesthetic manifestations. In the Indo-Greek culture, hairstyles were worn with simple braids or curly hair. In this period, the heads of both men and women were opulently ornamented with decorations. Men in general wore their hair long, shoulder-length and with hair bands.

The Mughal empire had a strong influence from Persian culture, but as the period lasted almost 300 years, the costumes evolved a fusion with Indian traditions over the years. During the Mughal period, hairstyles were changing according to the times, although they always conserved their traditional characteristics: mainly black hair, long, with braids, or adorned with bands or tied in chignons at the side or at the nape.

During the first period of the medieval era, ranging from the fifth to the eleventh century, women usually had very long hair, extended to knee length or sometimes, below. They also sported two long braids at the sides of the head or tied it in a chignon. Throughout the middle ages, women arranged their hair to reveal their complete foreheads; often they shaved the hair around the hairline to give an appearance of a higher line. The forehead was at that time considered a very important feature of the face. Women used to cover it with artificial flowers, headbands or precious jewellery, but never with hair. Near the end of the middle ages, the Catholic church issued decrees as veils were obligatory for all women. One of the most popular hairstyles from the Middle period until the late period was to secure the braids in chignons at either side of the head, above each ear, held by golden or silk threads. Another popular style in the 13th and 14th centuries was to make three or four braids and to tie them at the back of the head with fine nettings and ornaments. They also wore high hats and bonnets to attend church or in public places.

The Renaissance

The Renaissance (from the 15th century until the beginning of the 17th century) was a time of transition towards more independence of thought, so it also led to a change in costumes and hairstyles in some way. Women started to expose their hair, espe-

cially in England and the Netherlands, where the pressure of the Catholic church and the Pope of Rome was lesser. There was more freedom and men had the choice whether or not to have a beard or moustaches, long hair at the nape, or shorter. Women still showed their whole foreheads. They preferred taller hairstyles, adorned with headbands or jewels or gem stones.

The eighteenth century was an age of elegance and an extravagant display of amazing hairstyles, a reaction completely opposed to

hairstyles changed. On the arrival of Napoleon Bonaparte, natural hair, combed in an informal way became the symbol of a new age of independent thought. Women stopped using high and complicated hairstyles and wore their hair natural, with no powder and held with tortoise shell combs, pins or ribbons, instead of elaborate ornaments.


From 1901 until 2000, the transformation of hairstyles and costumes was of an astonishing variation. From the classic Victorian elegance to the roaring twenties, trends of



the modesty and shyness of the former centuries. Never before in European history do we see men and women so elaborately artificial and so far removed from natural appearances. What could not be done with natural hair was made with wigs. The hair was in the "Rococo" style, which was the most important one until the end of the century.

At the end of the century, artistic and cultural styles changed; it appeared the "neo-classic" style, much more sober and conservative, had arrived with a return to classic Greek and Roman aesthetics.

Slowly people stopped wearing wigs and the hair started to be natural, with no powder. The French Revolution and the transformation of the whole system happened suddenly. As neo-classicism became more popular,

new short "bobbed," (waved or shingled) hairstyles symbolized the growing freedom of women. From the more feminine hairstyles of the 1930s and 40s made popular by Hollywood stars to the long-haired hippies of the 60s, hairstyles became "the bigger, the better" style of the 80s that included heavy makeup with vibrant neon colours and intentionally messed-up, off-coloured hair popularized by pop stars such as Madonna and Cyndi Lauper to "jheri curl," the style Michael Jackson sported. This was a sparkling wet-looking, heavily processed version of the Afro, with all the possibilities that our imagination could embrace: punk, rastafari, skinheads, etc. The industrial and technological achievements, never seen in history before were reflected in different hairstyles along the century. 

Self-cleaning jeans

ODO, a self cleaning denim startup in Pakistan is aiming to produce jeans and shirts that will auto clean and will never require a wash. The startup has been founded by Salman Chaudry, a LUMS alumni who credits the inspiration for ODO to Levi boss, Chip Bergh. Bergh had once said that he hadn't washed his jeans in over a year.

Jeans don't need to be sent to the cleaners if they are stink and stain proof, and this is done by interweaving the fabric with metallic fibers, which counteract with the bacteria that feed on sweat and cause odours. ❌



Shaan-e-Pakistan in Lahore

After the success of its first edition in New Delhi in September 2015, the Pakistan-India collaborative platform 'Shaan-e-Pakistan', as conceived and led by Huma Nassr - Kya Dilli, Kya Lahore - will be held in Lahore from March 20 to 22.

Shaan-e-Pakistan 2015 brought together Pakistani and Indian fashion designers, retail brands, models, culinary houses, handicraft industries, music, entertainment and lifestyle personalities on one platform in Delhi, with the aim to develop trust, growth and business among Pakistani and Indian fashion, culinary and handicraft industries.

The second edition of Shaan-e-Pakistan in Lahore will again provide a platform to Pakistani and Indian participants.

The powerhouse behind Shaan-e-Pakistan is Huma Nassr. The first show in Delhi was welcomed by great support and overwhelming enthusiasm and developed business networking opportunities between Pakistani and Indian retailers. Huma said 'Kya Dilli, Kya Lahore' would be looking to extend that even further, bringing a slice of India to Pakistan and bringing together the shaan of Hindustan and Pakistan. ❌



'Bin Roye' drama

'Bin Roye', the film is to air as a TV drama in the coming months on HUM TV. Written by Farhat Ishtiaq (Humsafar and Diyar-e-Dil fame) and directed by Momina Duraid and Shehzad Kashmiri (Haissam Hussain directed the initial parts) the drama will have the same actors as the film -Humayun Saeed, Mahira Khan and Armeena Khan. Bin Roye was quite a hit as a film and the play is expected to follow suit. ❌



Zafar, Sean together

Ali Zafar and Sean Paul have joined in the promotion of Pakistan Super League 2016. Both singers are performing at the PSL 2016, Twenty20 cricket tournament in Dubai. ❌



Website for cinema tickets

Cinopax has launched their new and improved website, www.cinopax.com which will help cinema-goers purchase online purchase show tickets at Cinopax theatres across Pakistan.

The website sells tickets online and also gives options for selection of seats. ❌



Timeless Bridal

Farah Talib Aziz has introduced a capsule bridal collection, "The Timeless Bride". The collection is inspired by the rich heritage of Istanbul and its bygone era – delicate embellishments, translucent silks and a ruffle of lace. Similar to the city of Istanbul, which brings together the charm of Europe and indulgence of Asia with a magical seal, the collection brings varied but timeless elements to life with the subcontinent's signature silhouettes including Kalidaar Angharkhas and Farshi Ghararas. ✂



National News

Coffee-tea war

It seems, when it comes to competition and selling your ware, even local cafes are trying to entice customers through creative posters. The copy reads, "You and me and a cup of coffee. Forget the other guy, forget the tea." This message does not seem to agree with a tea manufacturer, Tapal, who counters this with an online poster, stating "You, me and a cup of coffee (which has been stricken off) tea", with the visual of Fawad Khan (who features in the Tapal Tea campaign). ✂



Spark retains Mobillink media

Spark Pakistan, a partner of Blitz Advertising, and a media agency in the Publicis Group, has won the media account of Mobillink which had called for an annual review in Pakistan. ✂



Aleeze's connections

Born to a Pakistani father and Turkish mother, Aleeze Nasser has been among the young crop of artistes who are all set to take the Pakistan film industry forward with their vigorous approach and dynamic vision.

She played Adnan Siddiqui's wife in her debut film Yalghaar. Talking about her role in the film she said that she had to work extra hard to learn the language to do the role with perfection.

When she was told that all her lines in the film were in poetic conversation, she had to dig into literature and learn Mir Taqi Mir and Ghalib poetry.

Nasser's wonderful performance led her to Waar 2. The actress said her role in Waar 2 would be completely different to what she did in Yalghaar.

While a lot of Pakistani actors consider India as their final destiny, the vibrant Nasser doesn't fall in that league. With a bundle of offers coming from India, the actress considers the Pakistani industry suitable for career growth.

Although she has taken professional training in dancing, item numbers don't attract her. ✂





30 years of high-flying

With focus on innovation and technology, Emirates Airline has grown to be the largest airline in the Middle East and one of the world's largest carriers 30 years after its inception.

The first Emirates flight operated on October 25, 1985, from Dubai to Karachi, with an Airbus 300 leased from Pakistan International Airlines. A Boeing-737 was also leased from PIA.

The first captain to command an Emirates flight was PIA's Fazle Ghani Mian who was later given the task of training UAE pilots.

They obtained their licences from the Pakistan Civil Aviation Authority.

Emirates managed to become a leading international airline despite political challenges and conflict in the GCC countries through innovation and by always looking for opportunities that added value. It has always followed a policy that never compromised on quality. **S**



Kurti Collection launched

Orient Textile Mills has launched its exclusive ready-to-wear Orient Kurti Collection 2016. The Orient Collection offers an array of subtle and cool patterns fit for every season comprising a blend of subtle yet exquisite designs infused with a color palette that includes beiges, reds, khakis and yellows.

The collection is perfect for working women or for casual nightout wear. **S**

K&N launches Bakistry



K&N, the frozen poultry goods company, has launched a new range of fully baked frozen products called Bakistry. The range features two variants - Puff Patezze and Patezze - frozen bakery goodies that take only 5 minutes in the oven. **S**

HUM TV to launch news channel



HUM TV will soon launch a news channel. Sultana Siddique, the CEO of Hum TV said the way the channel has provided entertainment, she wants to form a news channel that would follow the ethics of news reporting. "I want to show the world a positive, and a better image of Pakistan," she said. **S**

OMD Pakistan wins

OMD Pakistan, a part of the Omnicom Media Group, won the Silver Prize for "Pakistan Media Agency of the Year" at the Campaign Asia-Pacific Agency of the Year Awards. This is the second year OMD Pakistan has won Silver.

OMD was honoured for creating long-term partnerships with the highest standards and delivery with all clients while focusing on such core values as service excellence, trust, transparency and commitment. **S**





Ayeza's surprise

Ayeza Khan says her family is more important than everything else. She will continue with her acting career now that her daughter is a few months old but she is still one of those simple women who live in a joint family happily and try to give her husband and kid most of her time.

The Adhoori Aurat actress posted pictures of the birthday her in-laws and her family had arranged for her. There were special decorations and Ayeza cut the cake with her husband Danish.

Ayeza is always keeping her fans posted not just about her professional life but also about her personal life. In a recent interview she said that she posts these pictures on her facebook and instagram pages because she wants to share her happiness with her fans.

She also said that she always reads all the comments which people place under these photos. She does not mind the criticism, she says. ✂



Shahid Masood back at ARY

Shahid Masood has once again joined ARY News as Director News and will also host a current affairs program on the channel.

He had started his career on ARY in 2002. During this period, Shahid Masood become known himself as the an informed and dedicated journalist. ✂



Zong 4G and Amir

It seems everything is working out for cricketer Mohammad Amir. After doing his five year ban, he was first spotted in the Bangladesh T20 Cricket Premier League, followed by Pakistan's New Zealand tour. The fast bowler even features in a Zong 4G TV commercial. It seems the fast bowler syncs well with the 4G internet services offered by Zong. ✂



Cadbury creations

Cadbury has launched a new brand called 'Marvellous Creations'. Cadbury is known for experimenting and innovating with its chocolate variants. This is a completely new addition to the portfolio and has been launched with two variants - Cookie Gummy Crunch and Jelly Popping Candy. ✂



Mountain Dew adds 3 more

Mountain Dew is raising the bar on adventure and exhilaration by introducing three new variants - Live Wire, Blue Shock and Pitch Black. The soft drink is manufactured and distributed by PepsiCo. Will it hit the mark with the young audience with the 3 new additions? ✂



Digital Factory wins

The Digital Factory (TDF) has won several new accounts including Mstudio and Chai-Wala. The agency will be handling the social media and digital PR for these brands. It has also picked up major projects for Interwood Lifewares and Nestle. ✂



Will Hillary win?

Hillary Clinton has announced she will be running for president in 2016. If Clinton loses the election, it will not be television's fault. Many things have changed since she lost the Democratic Party nomination to Barack Obama in 2008.

As a controversial personality, Clinton has directly affected the creation and narrative course of several series. These shows are but tremors of a much bigger non-Clinton-specific event. Female characters are in power and no one within the narrative universe or the television audience thinks it's a big deal.

Television abounds with women calling the shots in a variety of arenas. The challenges of balancing work and family are also acknowledged as difficult, but no longer are they cast as moral crises or insurmountable. None of which means that Hillary Clinton will, or should, become the next U.S. president. She has been a long-standing player in what has become one of the most divisive eras of American politics. She enters the race with a lot of baggage, both personal and political. But America's ability to accept a female president, something that seemed questionable some years ago, now seems moot. **S**



McDonald Makeover

McDonald's is overhauling its bags and cups with bright lettering and an updated take on its iconic Golden Arches. It is the chain's first global packaging overhaul in three years and it is perhaps the first to come up with a long, international list of people to thank.

Matt Biespiel, McDonald's senior director-global brand development, gives credit for what he calls the new "Dynamic Design" to a team that included designers from seven agencies. That's

because nearly a year ago McDonald's plucked one designer from each of its lead agency partners, sent them to London's Shoreditch neighborhood, and had them brainstorm for a week.

The overhaul has been in the works since the fall of 2014. Back then, McDonald's was stuck in a string of sales declines and Mr. Easterbrook was still in the role of global chief brand officer. McDonald's marketing leadership, which included Easterbrook, began discussing how they could make the packaging more exciting. After

all, it is something millions of customers see and touch every day. It was time for McDonald's to have a new "billboard for the brand"

The new look is starting to pop up in the U.S. before heading around the globe. It's a big shift from some of the chain's earlier packaging. **S**



Facebook's 'friend finder' unlawful

Germany's highest court has ruled Facebook's 'friend finder' as an unlawful feature as it invites users to grant Facebook permission to vacuum up email address contacts and send invitations to non-users to join the service. A federal court ruled that Facebook's "friend finder" promotional feature constituted advertising harassment. **S**

A tweet for Oprah

The media mogul made some serious cash from just one tweet. Oprah Winfrey tracked in a whopping \$12 million for merely writing about how she was able to lose weight and still eat bread.

It was Oprah so that should have been the end of it, but there was more to it. Her post, which included a 30-second video clip, was to promote her journey with Weight Watchers.

"I lost 26 pounds, and I have eaten bread every single day," she said in her testimonial clip.

An hour after she sent her story out, Weight Watchers shares climbed slightly over \$2 a share, and since Winfrey owns roughly 6 million shares, the surge in share prices made her 12 million just like that. **S**



Princess inspires new fashion

Princess Charlotte of Britain isn't even a year old and she's already a trendsetter. She's so iconic, in fact, that she inspired a new baby clothing line from designer Seraphine. The design process fell in line with Princess Charlotte's first official portraits. [S](#)



When Streep's in charge

Meryl Streep has spoken out about Hollywood's age problems, cheered on as her fellow actresses have called out Hollywood's gender pay gap and now she is getting to the heart of Hollywood's gender representation problem.

During a panel discussion at New York's Women In The World Summit, Streep summed up the main reason Hollywood remains so reluctant to tell women's stories is the assumption that while women can identify with both female and male characters, men can only identify with other men.

Maybe, instead of simply accepting such thinking, Hollywood's bigwigs should take a leaf out of Streep's book and challenge it. It is reported the actress is funding a screenwriting lab for women over 40. Just further proof that the world would be a better place with Meryl Streep in charge. [S](#)



Adieu Bowie

David Bowie, one of the most influential musicians of his era, passed away at the age of 69, after an "18-month battle with cancer." The genre- and gender-bending British music icon had his persistent innovations and personal reinventions transform him into a larger-than-life rock star. The singer-songwriter and producer excelled at glam rock, art rock, soul, hard rock, dance pop, punk and electronica during his eclectic 40-plus year career. He was living in New York in recent years and released his latest album Blackstar very recently.



Mariah Carey engaged

Mariah Carey is engaged to her boyfriend, James Packer. According to Carey's representative, the pair became engaged on January 21, in New York City.

The "Hero" singer and the Australian billionaire businessman, 48, have been dating for a year. This will be the third marriage for Carey, who split from estranged husband Nick Cannon in August 2014. [S](#)



Netflix in UAE

Netflix has announced the launch of its service globally in 130 countries, including the UAE. Netflix will not yet be available in China, although the company continues to explore service expansion avenues. US government restrictions also exclude the service in Crimea, North Korea and Syria. [S](#)

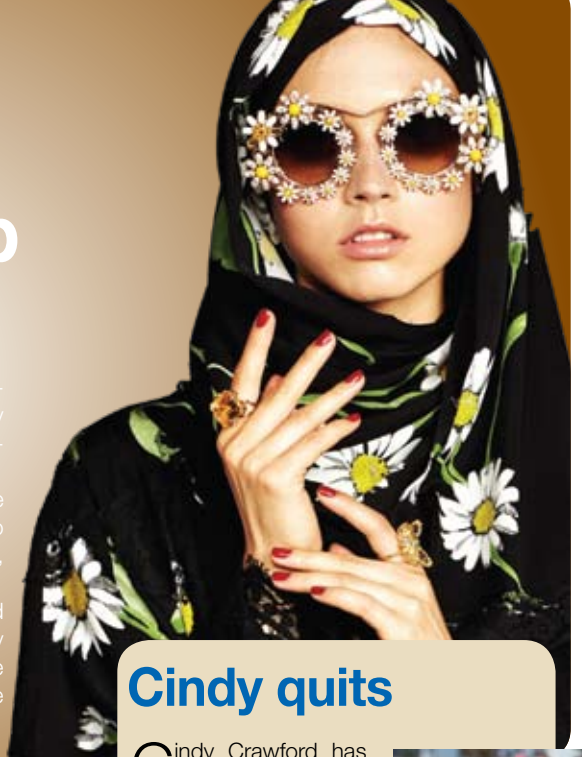


D&G to launch hijab collection

Dolce & Gabbana is to launch a collection of hijabs and abayas targeting wealthy Muslim women in the Middle East. The debut line by the Italian luxury fashion house features headscarves and the loose, full-length outer garment favoured by some Muslim women.

The hijabs come in sheer georgette and satin weave charmeuse fabrics, with D&G signature lace detailing on the hems. There is also a nod to the D&G spring collection with hijabs printed with daisies, lemons and red roses.


Stefano Gabbana, co-founder of the luxury brand, announced the launch of the collection. D&G is one of the first major luxury labels to create a collection catering to Middle Eastern culture and addressing the specific need for traditional pieces such as the abaya and the sheyla headscarf. 



Cindy quits


Cindy Crawford has retired from modeling because she says she shouldn't have to keep proving herself.

Crawford announced her intention in an interview with the United Airlines in-flight magazine Hemispheres. She says her recently released book, *Becoming Cindy Crawford*, was a way to celebrate her modeling career.


"I'm sure I'll have my picture taken for 10 more years, but not as a model anymore. And that's OK," she said. "I've worked with all these incredible photographers. What else do I need to do?" 



Nestlé launches hologram

Nestlé has launched its KIT MAIL hologram in Japan, where parents, friends and teachers can send Kit Kat bars in special mail packages with a handwritten note to students. In Japanese, Kit Kat sounds like 'kitto katsu' which means 'surely win'. For this reason, Nestlé's Kit Kat chocolate has become a popular gift for students studying for university entrance exams, as a way to give them some encouragement during the most stressful time in their lives. 

Zeta's zing

How Zeta gets her zing! She claims the secret of her dazzling looks is argan oil. The truth? It takes an army of experts and lots of money. Dripping in diamonds and with her hair swooshy enough, Catherine Zeta-Jones gave a masterclass in old-fashioned va-va-voom at a premiere party. The 46-year-old mother of two was showing off the results of a long-term programme of pampering and luxury. It takes money, dedication and a team of toilers to pull off her look so flawlessly. She revealed that one of her secrets is to 'saturate' her face in oil from the nuts of the argan tree to moisturize her complexion and keep her looking youthful. 



J. Lo still fresh

It's officially been 15 years since *The Wedding Planner* hit theaters, and Jennifer Lopez still looks exactly the same. Without a single wrinkle to her dewy skin and the perkiness of jaw lines, J. Lo's is an inexplicable biological phenomenon.

The fresh-faced 46-year old has given her fans plenty of opportunities to bask in her flawlessness over the years, and her charming performance in *The Wedding Planner* was just the start of a beautiful relationship. 





TASTE THE FEELING

International News



New Coca-Cola Campaign


Coca-Cola has unveiled a new campaign and traded its 7-year-old slogan, "Open Happiness," for "Taste the Feeling," as part of chief marketing officer Marcos de Quinto's plan to unite the company's brands globally. With that came 25 new ads which lean heavily on the product itself, another facet of the new strategy.

Coca-Cola will position its various brands – Diet Coke and Coke Zero, for instance – within a "one brand" approach, all featuring the "Taste the Feeling" tagline. The new strategy may also help the brand win over younger consumers. 

Adele says Hello

Adele has outpaced the South Korean pop star Psy in the race to 1 billion views on YouTube.


Her music video for "Hello" greeted its 1 billionth view in 87 days, breaking the 158-day record held by Psy's "Gangnam Style."

"If anyone deserves it, it's Adele and that song," said Susanne Daniels, the head of original programming at YouTube. 

End of Apple's iAd

"The emotion of TV with the interactivity of the web," was how Steve Jobs pitched Apple's advertising platform iAd when he launched it in 2010.

Jobs' big ambitions for iAd have not come to pass, as evidenced by Apple confirming that it will pull out sales support for the business. Reportedly, publishers and developers on the platform will take over the selling, creation and management of advertising on their apps across Apple devices.

Considering Steve Jobs' passion for making everything and anything better, it is unlikely iAd was put into existence in order to provide a profit centre for Apple. Also, given how much money Apple makes elsewhere, its lack of commercial take-up will not be seen internally as a major failure. 




Professor Snape is no more

The renowned British actor, Alan Rickman, died in London at the age of 69.

Rickman is known for such roles such as Professor Snape in Harry Potter and Robin Hood in Prince of Thieves.

The actor's other well-known films include Die Hard, Truly, Madly, Deeply, Sense and Sensibility and Love Actually.

He often spoke about the importance he attached to his craft, saying: 'Actors are agents of change. A film, a piece of theatre, a piece of music, or a book can make a difference. It can change the world.' 





The real Iman Ali

“I speak the truth to myself and to others. The problem with truth is that not a lot of people can listen to it. If I keep quiet I will come across as boring”

Iman Ali was born in Lahore. She is a talented and popular model and actress and is known for her bold views and beautiful looks. Daughter of famous TV and film actor Abid Ali, Iman Ali is tall at 5 ft 8 inch and has a perfect face. She has been an ambassador of leading brands, such as Luscious Cosmetics, Stoneage and Gul Ahmed Lawns.

Iman co-hosted the Lux style Awards in 2005. She was first cast by Shoaib Mansoor in the video, Anarkali and later in two of his films - Khuda Kay Lye and Bol.

She has worked for a number of other films, besides TV serials and fashion modelling. Her first TV serial was Dil De Ke Jaenge. Her other drama serials were Kismat and Woh Tees Din.

Iman has suffered from Multiple Sclerosis and is also known for doing very selective work.

She has said that money is not important for her and she just wants a caring and honest person as her life partner. It has been reported that Iman Ali has had an affair with the Indian director, Imtiaz Ali but it seems to have fizzled out.

Here are excerpts from ‘Tonight with HSY’ in which Iman Ali appeared:

Depression:

“There are many moments in life when I go into a depression – I look at the mirror and I cry for hours. I am not a fan of myself at all.”

Truth:

“I am really not that beautiful. It’s a fact because I too have a mirror. People say I am not social. I am not social because I don’t want people to find out that when they meet me and see me from up close they will find out that I am not beautiful. I wish I had that confidence but I am very true. I speak the truth to myself and to others. The problem with truth is that not a lot of people can listen to it. If I keep quiet I will come across as boring.”

Talking sense:

“You should only go on TV or elsewhere and talk when you have something solid to say, something nice and new – a word of wisdom. If you say the same things again and again, then there is no point. One needs to sit at home and increase one’s knowledge

so that one can talk about it. If it is not there, then there is no point.”

Having fights:

“I have never had a fight ever. People have believed that I have had a fight with them. I just stop meeting certain people. It just does not make a lot of difference in my life.”

Shoaib Mansoor:

“I have done a lot of projects with Shoaib Mansoor because he has offered me so many projects that I could do. The Anarkali video was amazing and who could have refused the Khuda Ke Liye script? It was a flawless film.”


Action:

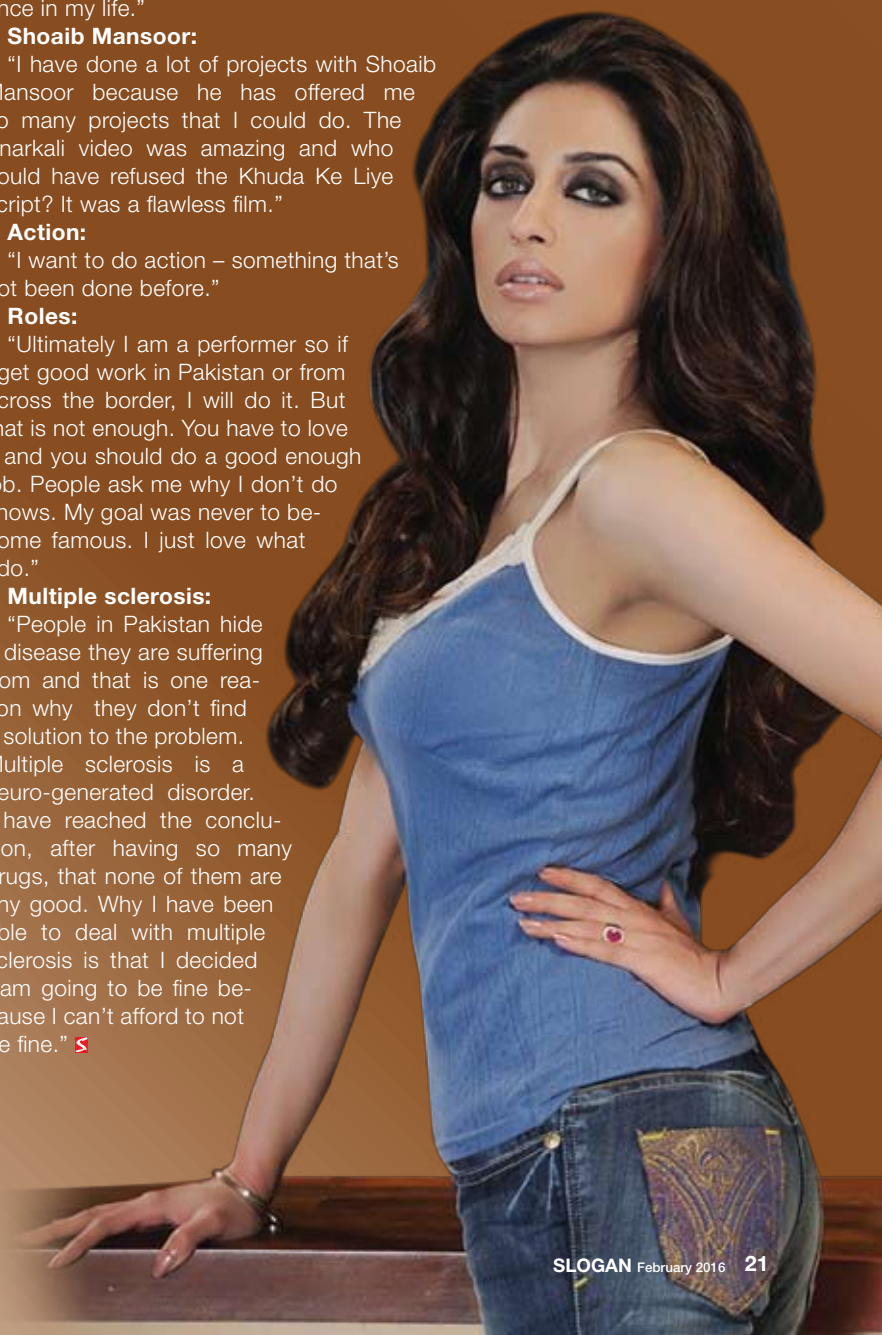
“I want to do action – something that’s not been done before.”

Roles:

“Ultimately I am a performer so if I get good work in Pakistan or from across the border, I will do it. But that is not enough. You have to love it and you should do a good enough job. People ask me why I don’t do shows. My goal was never to become famous. I just love what I do.”

Multiple sclerosis:

“People in Pakistan hide a disease they are suffering from and that is one reason why they don’t find a solution to the problem. Multiple sclerosis is a neuro-generated disorder. I have reached the conclusion, after having so many drugs, that none of them are any good. Why I have been able to deal with multiple sclerosis is that I decided I am going to be fine because I can’t afford to not be fine.” 





زندگی اور کتنے زخموں

Zindagi Aur Kitne Zakham

The riveting story of a brave young woman who sacrifices her love and happiness for her family – and there are more demands to come. Can she escape her fate?

Directed By: Sohail Irfan **Written By:** Wasi Shah **Producer:** Twenty Sixth Frame Entertainment


Starring: Noman Ejaz, Kashif Mahmood, Kiran Haq, Asma Abbas, Adnan Shah Tipu, Sohail Sameer.

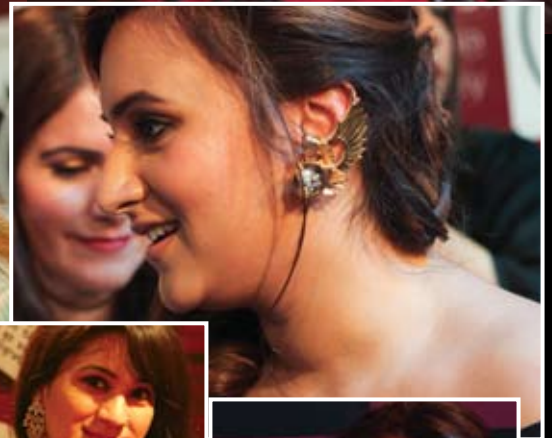
EVERY WEDNESDAY
at **8:00pm**



Zarq launches 'nature inspired' jewellery collection

Zarq, a designer jewellery outfit, recently unveiled its nature inspired 'Glamour Grunge Collection' at the Ponds Miracle Journey event held at the Mohatta Palace in Karachi. The beautifully crafted jewellery was worn and displayed by various renowned women including Nadia Hussain, Redah Misbah, Saba Hameed, Neshmia Ahmed, Ayesha Hamza, Laila Odho, Amna Taaqueer and Asifa Nabeel.

Zarq's exquisite gold-plated jewellery is intricately hand-crafted in various techniques such as etching, organic casting, chasing, filigree, fret work and different shapes of stone settings. etc. 



Food Fun

One of the favourite pastimes of Pakistanis involves eating and although Lahore is considered the nation's 'foodie capital', Karachi does not fall too far behind, as demonstrated by the city's hugely successful food festival held recently.

In the past years, the Karachi Eat Food Festival satisfied the appetites and palates of Karachi's citizens. This year was no different. Held from January 22 to 24 at the Frere Hall grounds and amid much fanfare, the festival proved that it had something for everyone, regardless of age or class. The total number of people at the event on all three days was quite high – a testament to the festival's success.

The Frere Hall Gardens were virtually unrecognizable amid the scores of food stalls

set up. Thousands of people flocked the place.

From desi to continental, sweet to savoury, spicy to just salty, Karachi Eat was indeed a food lover's paradise. Some of the items included churros and chocolate sauce by Churros&Choc, chocolate éclairs from Pane Amore, mixed chaat from Bombay Chaat House, bihari kebab and paratha from Chachajees and khao suey from Simple Dimple. Apart from these delectable treats were mouthwatering offerings from other well-known names such as Melting Pot, Hazel House, The Deli, Cosmopolitan, China Kitchen and many more.

One couldn't help but be put on the spot, confused over which dish to try!

The festival even offered a little something for those not too fond of eating but who just want to have a good time. Live music, games for kids and even a fancy-look-

ing rickshaw for families to take a picture in., Karachi Eat gave the people of Karachi the chance to enjoy and take pleasure from their surroundings, without having to worry about shootings or bomb threats. For the first time after a long time, the people of the city got a chance to just revel. ☑





‘Oye Hoyo’ launched



United Snacks, a Pakistani snacks manufacturing company, have launched their flagship brand “Oye Hoyo” potato chips. The new snack has six delicious flavours - Salt, Barbeque, Tomato, Salt & Pepper, Masala and Cheese - which have been specifically manufactured to appeal to the diverse palate and need for convenience of Pakistan’s growing youth. The product is available nationwide.

The launch in Lahore was a star-studded event, hosted by Saad Haaron, the stand-up comedian. The brand was revealed amidst the sound of SUPERNOVA – a sound and light show performed by London-based artists ‘Feeding the Fish’. The launch also featured musical performances by Jimmy Khan, Sara Haider and Zoe Viccaji, with the music curated and produced by Jamal Rahman of True Brew Records.

Speaking about the chips, Mohammad H. Muggo, CEO, United Snacks Limited, said, “We believe there are tremendous opportunities in the food retail market for brands in the sector.”

The company aims to manufacture quality products keeping in view the high international standards of the global food industry. Through ‘Oye Hoyo’, the company aims to introduce a highly competitive product line that will cater to and satisfy the needs of the Pakistani young. 🇵🇰



Team United Snacks (L to R): Mohammad H. Muggo (CEO), Amina Muggo and Waleed Muggo (COO).



میرا یار ملا ہے

Director: Anjum Shehzad
Writer: Mansoor Mushtaq

Cast: Sajjal Ali, Faysal Qureshi,
Rehma, Ahmed Ali, Ayesha Khan,
Firdous Jamal, Faryal Mehmood,
Asim Battal, Shahid Naqvi,
Fazal, Faiza Gillani,
Kunwar Nafees,
Saleem Mairaj
and others.

MONDAY AT 8:00 PM
THURSDAY AT 9:00 PM

Director: Aabis Raza
Writer: Naila Ansari

تم یاد آئے

Cast: Sehar Afzal, Sania Saeed,
Nadeem Baig, Agha Ali, Muneeb Butt,
Erum Akhter, Umer Sultan, Asim Azhar,
Diya Mughal, Nida Mumtaz, Umer Sultan,
Ayesha Gull, Momal Khalid and others.



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Saba the rockstar



Saba Qamar will be appearing as a rockstar in a new road film along with Yasir Hussain, Rubina Ashraf and Behroze Sabzwari. This film is also being made by Wajahat Hussain, the guy who made Karachi Se Lahore.

Some people are calling the film a sequel to Karachi Se Lahore, but in fact, Karachi doesn't figure in this one at all as it is set more in the northern areas. The film will be far better than Karachi se Lahore. Any issues that existed in that movie will not be seen in the new film. It is not clear though as to what issues KSL had. Saba says her role in the film, is part of an 'odd couple kee kahani' in which she plays a rockstar guitarist in the initial stages of her career. She comes from a broken family and all she wants is some peace of mind. She's looking for some small moments of happiness so she just packs a bag and leaves the house. Saba has a boyfriend who doesn't understand her. He comes across as modern but he really isn't and is quite conservative in his thinking.

Looks like after Ali Zafar did the very successful Rockstar number for Coke Studio, a lot of other people are simply raring to play rockstar, whether it's in films or otherwise. Females don't usually appear as rockstars in the Pakistani music or film world – but Saba Qamar is different. **S**



Ufone – a fun commercial

To mark completion of its 15 years, Ufone has launched a TV commercial, mainly featuring Shehzad Roy and his friend Wasu. The TVC is based on the song, 'Khushyaan, Raabtay, Muskurahataen.'

The commercial tracks through Ufone's 15 years by means of flashbacks and supported by the song. The director cleverly uses Wasu in his signature style to relate the history of telecommunication in Pakistan, more so the story



of mobile telephony and Ufone's achievements and contributions over the years, in a humorous and engagingly funny manner. The looooong TVC (wonder how deep the pockets of Ufone are when

it comes to adspend) captures the interest of the viewer and conveys the message in an interesting manner. Some bits are overdone, however. The sequence featuring the Wild West is rather out of place.

While Ufone came on the scene as a mobile service provider much later, if it is a matter of tracing the history of mobile communications in Pakistan, then due credit must go to Paktel and Instaphone as well. Even Mobilink entered scene before Ufone.

The TVC attempts to keep the humorous element alive, which has become synonymous with the brand image but the antics of Faisal Qureshi don't amuse anymore and Ufone must think of some other character or device now.

The TVC features the past and current brand ambassadors of Ufone which helps to create recall. The commercial has been creatively executed with a lively and funny feel that definitely calls for viewer attention.

– F.I. 



CAMPAIGN

K&N – 'feel good' story


The bond between a mother and a child is the strongest in all relationships. The latest K&N TV commercial capitalizes on this and creates an emotional connection.

The commercial opens with the mother reminiscing about her daughter's childhood, of how she has grown from a little baby who required constant care to a smart, healthy and loving adolescent, ready to take on the world.

The product has been cleverly intertwined with the emotional element in the story, where the mother talks about how she has always ensured to provide the best for her daughter, which indirectly refers to K&N products. Visually, the product is part



of various scenarios and activities as the mother and daughter spend quality time together, from a meal to grocery shopping.

Over all, the new K&N commercial is a feel good concept that clearly delivers the message to the target audience and also touches the emotional side of all mothers. However, the emotional part is a bit over-emphasized and instead of getting down to the actual product-consumer connection, the ad could have done with a lot less nostalgia. – F.I. 




Bajirao Mastani Big Epic

The way big screen epics go, *Bajirao Mastani* is a huge addition to the genre while director Sanjay Leela Bhansali deserves all credit for doing a great job.

Set against a background when the Marathas were advancing northwards from Maharashtra and vanquishing the Mughal Empire, which was by then breathing its last, *Bajirao Mastani* is a period film that does justice to the times it presents. Based on the Marathi novel *Raau* by Nagnath S. Inamdar, the film narrates the story of the Maratha Peshwa Bajirao (1700-1740 AD) and his Muslim wife Mastani. The film stars Ranveer Singh as Bajirao I, Priyanka Chopra as Kashibai and Deepika Padukone as Mastani. Tanvi Azmi, Vaibhav Tatwawdi and Milind Soman appear in supporting roles. The film was in development for 15 years.

Ranvir Singh plays the role of Bajirao, the Maratha general who was said to have fought over 41 major battles and had never lost. He was a born cavalry leader, steeped in the long and distin-

guished galaxy of Peshwas. He was unequalled for the daring and originality of his genius.

Ablly directed by Bhansali, with outstanding acting by the cast, the film portrays a colourful chapter in Indian history. It showcases Hindu supremacy in a very convincing manner though Bhansali bends corners here and there and takes liberties with history to mould the narrative into a film that glorifies the Maratha legend with cinematic romanticism. What emerges is a spell-binding entertainer that is both a visual spectacle and an inspiring insight into Indian history. 



FILM

Ho Mann Jahan Romance and Friendship


2015 saw the Pakistan film industry moving upwards with the release of numerous films that struck a chord with viewers, namely *Bin Roye*, *Jawani Phir Nahi Aani* and the critically acclaimed *Manto*. With the New Year, Pakistani movie buffs were treated to yet another crowning jewel in this new era - *Ho Mann Jahan*, the hype for which had been sufficiently created with posters of both the movie and its star-studded cast plastered in virtually all the cities of the country.

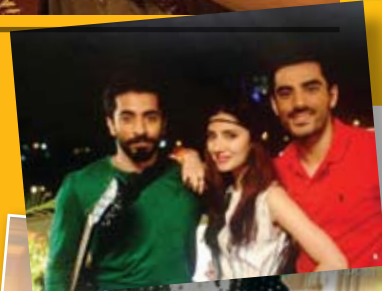
A coming-of-age story, *Ho Mann Jahan* revolves around three university students, Manizeh (Mahira Khan), Nadir (Adeel Hussain) and Arhan (Shehryar Munawwar) and their quest to find their place in this big, bad world of traditions and societal barriers. The story of each of the characters delves into the viability of the status quo; the unnerving desire for parents to have their children live their dreams rather than pursue their own. The film also touches on Pakistani society's obsession with class differences as made glaringly obvious through the manner in which Nadir's parents (played superbly by Bushra Ansari and Arshad Mahmud) practically look down upon their son's friendship with Arhan, who is described as

someone from the 'other side of the bridge', thereby belonging to a lower class family who is looking for a way out from his lowly existence and extremely demanding father.

Written and directed by Asim Raza, the film was released in the Middle East on December 31, 2015 and on January 1, 2016 in Pakistan.

Though criticised for being a bit too 'glossy', the overall vibe after watching *Ho Mann Jahan* is a pleasant one. Much of this can be attributed to the level of acting contributed by each of the actors in the film, most notable of which is Shehryar Munawwar, who very expertly portrays the image of an angst-ridden, rough and tough local boy desperate to escape his rather desperate circumstances. The Adeel Hussain and Mahira Khan performances can be described as satisfactory, though this must mainly be due to the nature of their roles in the film. Sonia Jehan's character as the cool older woman who befriends Arhan is a pleasant surprise and she shines throughout.

With *Ho Mann Jahan*, one can safely say that Pakistani film directors are now capable of tackling any subject matter that comes their way. — M.F. 





Melody with Grit

With the film industry officially coming back into the game and its music industry slowly, but surely, reigniting the vigour it was known for back in the 1990-2000 era, Pakistanis suddenly have a lot to choose from to satisfy their artistic cravings. And although, one does appreciate the whole slew of songs brandishing the label of patriotism and the need for social change, one cannot help but reminisce of a time when music was a lot simpler; when songs used to be about love,

friendship or just the need to be heard. With her new single, *Dikha De Rang Apna*, Sara Haider has successfully brought back that sentiment, inspiring a number of people looking to make their mark in the world.

A part of Levi's music campaign titled, 'Live in Levi's', which aims to support the growth of the Pakistan music industry, the music video has been directed by Jami and produced by Omran Shafique. It focuses on the trials and tribulations of its protagonist (Sara Haider) in her quest to make it big and see her name up in lights, a concept that is immensely familiar and has, thus, struck a chord with many viewers. "I grew up in this city, I grew up in Karachi. It's the idea that the city is changing with us, we are evolving," says Sara, talking about the song. "The song has a lot of hope in it. It's about what our city could be, what lives could be."

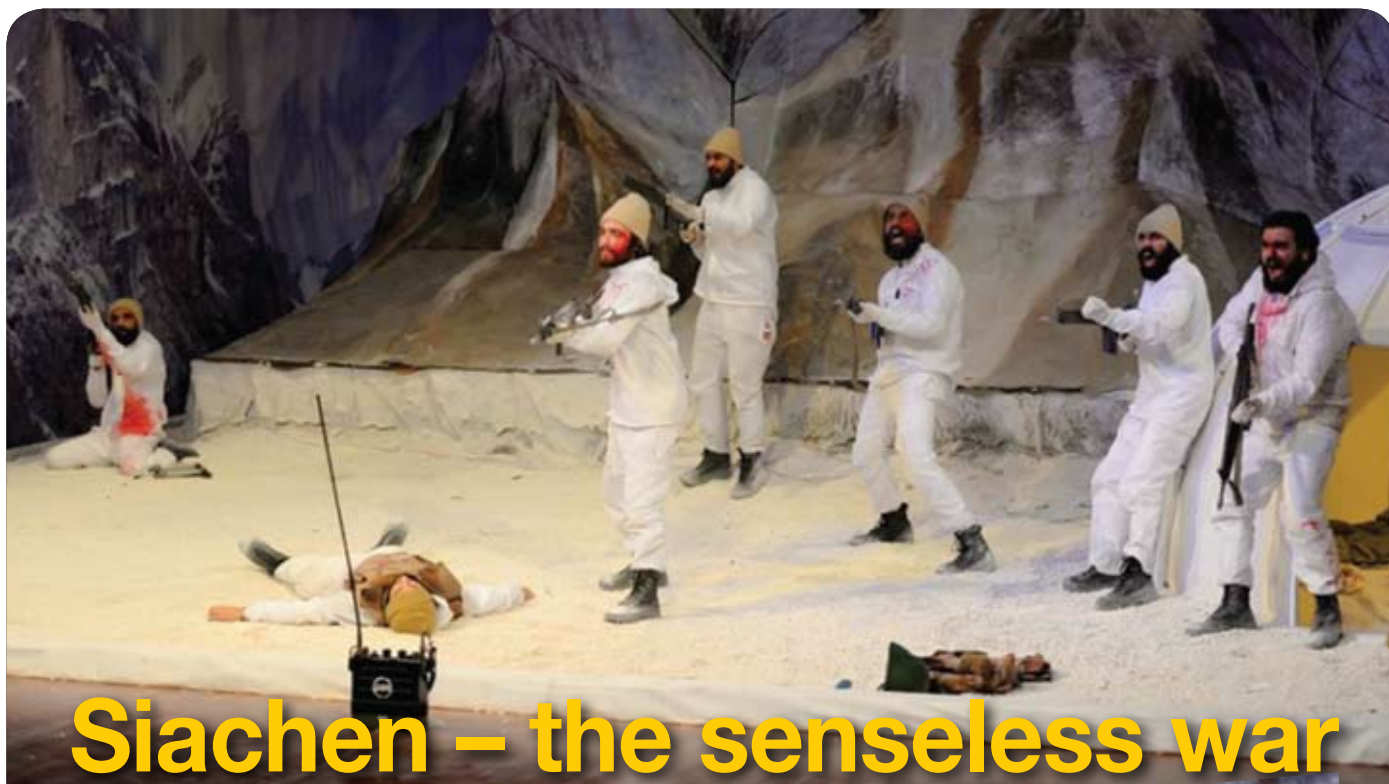
The video starts with a singular drum beat, leading one to recall similar grit-styled songs sung by music greats such as Queen and Michael Jackson. Viewers are then taken on a journey filled with challenges and hardship, as the video's central character struggles to overcome one difficulty after another, ultimately arriving at the pinnacle of success. Throughout the video, the message is clear – believe in yourself and 'show your true colours' (a literal translation of the song's title) as Sara Haider croons several times during the song. Her voice gives the song its hard rock feel and is totally in sync with the instruments being played, most of which create the needed impact and leave listeners tapping their feet to the sound of the beat.

With the song already enjoying mass appreciation from various corners of the media and society, one has hope for the Pakistani music industry. With luck, we just might end up not only bringing back the musical successes of the 90s but also creating an entirely new face for the country's music industry altogether, something that our future generations will appreciate and enjoy. – M.F. S



MUSIC





Siachen – the senseless war

By Farah Iqbal

Through a provocative story, Anwar Maqsood presents the heart-wrenching tale of Pakistani soldiers posted at Siachen, the highest battleground in the world. The stage play is packed with powerful punches. Produced by Kopykats Production under Dawar Mehmood, Siachen portrays the daily lives of the Pakistan Army jawans who are defending the homeland in extreme weather conditions and are faced with other severe difficulties.

The play starts with four soldiers bidding farewell to their loved ones before leaving for Siachen. The story centers around nine soldiers living at a base camp located in the middle of unwieldy glaciers. The story portrays the unique bond between the soldiers and their love for the country. It is something that keeps them together and helps them face the severe cold weather and many other unknown dangers.

Events show how the soldiers deal with everyday life, while tackling Indian spies, unwelcome news channels and other elements, such as delay in supplies, lack of contact with their families and absence of rescue forces that are desperately needed. Even the soldiers laugh it out and tease one another though they are masking in pain their eyes.

The play depicts in a very interesting manner the banter between the Pakistani and Indian soldiers, such as Kabir Singh. Cricket is a common subject. There is an interesting encounter with an Indian Bihari soldier who accidentally lands at the Pakistani camp. There are funny antics by Musa Khan, the soldier who falls in love with a BBC journalist and dies while saving her from Indian bullets.

Anwar Maqsood's powerful script commands outstanding performances and makes you laugh and cry. The set design, lighting and engaging background score, all combine to transport the audience to the Siachin glacier.

Mohsin Ejaz as the Subedar, Sikandar as Shahid Afridi, Saad as Musa Khan, Tanveer as Karim Khan, Hajra Yamin as the BBC journalist and Yasir Hussain as an Indian soldier, are all outstanding.

It is good to see that for once Anwar Maqsood has stepped out from his purely comedy/satire mode and has produced Siachen, a play that has hard-hitting dialogue and commendable performances around a serious subject. The siachen skirmish between India and Pakistan has almost become a comedy after so many years of senseless fighting in the most difficult conditions. 🇵🇰



THEATRE



Potential of Radio Advertising

By Faizan Usmani

'This is Radio Pakistan.' The announcement, which once ruled the airwaves, has lost its impact and relevance in the transition of time. A lost medium, radio is in the throes of becoming obsolete, as some people believe it no more enjoys a huge audience compared to the previous decades. However, its smart conversion from an antenna-based, leather-covered set to car stereos and cellphones with built-in radio suggests otherwise.

In fact, radio is a digitally-grown and evolved medium of mass communication and still happens to be as relevant as ever for marketing and advertising. Divided into AM and FM, it makes sense to make the most of this medium for today's advertisers.

According to international media and communication statistics, there were a total of 76 radio channels operating in Pakistan until 2005, including 8 community-based and 4 Internet-based radio stations. Currently, there are more than 105 radio stations across the country, with 99 percent stations being FM-based.

A study conducted by Mindshare 3D, a media research firm, reveals radio has more listeners in Pakistan than it used to have in its golden period. Studying the listening habits of radio audiences, mostly in the metropolitan areas, the study says radio is not merely a drive-time partner for listeners as it enjoys a huge listenership during the matinee hour and at late prime time as well.

As per the study, overall radio penetration across different age groups in Pakistan tends to be 19% among 15 to 19 year olds, 20% among 19 to 24, 13% among 25 to 35, 10% among 36 to 45 and 8% among 46 to 55 year old people.

According to another study conducted by the media monitoring agency MediaBank, drive time shows and news are the most heavily advertised programmes on radio. The study shows that the top 10 advertising categories on radio include cellular service ads, beverages, personal products, public service messages financial institutions (banks, insurance plans, investment schemes), confectionery products, detergents, petroleum and lubricants, OTC medicines and information technology.

This depicts that radio is a truly mobile medium for strategic marketing communication, having relevance and significance for advertisers who want to target their customers right where they are. Other than its reach, radio advertising also takes the lead when it comes to frequency compared to television and print media.

Consumer psychology is a field of study that focuses on the underlying psychological factors that influence consumer behaviour in general. After television, radio is reported to be the second most consumed medium worldwide, playing a significant but unacknowledged role in the listener's life. Consumer psychologists believe it is essential for a company to expose its target customers to an advertising message no less than three times a day in order to deeply penetrate into the market.

Since for many companies it is difficult to run their advertisements frequently or at least three times a day, radio is the most economi-

cal medium they can easily afford. Radio advertising, therefore, plays a decisive role in the advertising mix, as it helps the advertiser broadcast to its target audience as per their demographics, listening habits, consumption patterns, lifestyle preferences and other factors.

Furthermore, it is quite easy to determine the programmes, channels and radio stations that have a similar audience, bringing positive results within a short period. Through a car radio, for instance, an advertiser may reach customers at the same time when they are driving to shopping centres to buy the products or services being advertised.

The Radio Advertising Bureau of the United States suggests radio has an amazing ability to sell anything with immediacy. Particularly after the emergence of FM, listening to radio has become a more personalized experience and to a majority of the listeners, being physically closer to their radio sets make it more than personal.

Relying on radio advertising, advertisers may follow a customer wherever he or she goes, be it home, car, office, park, shopping centre or the workplace. Being an uncluttered and active advertising medium, the future of radio as an economical advertising tool is bright, compared to other media.

Considering the increasing tariffs of newspapers and TV channels, radio is the most cost-effective medium for advertising, offering plenty of options for spot advertising based on the marketing and budgetary needs of a company.

For advertisers, radio advertising is more adjustable, flexible, customizable and well-targeted, while its cost-effectiveness and affordability make it an ideal advertising medium. ■

Selfies

Self-expression or narcissism?



By Samina Wahid

Whether we like it or not, our image is terribly important to us. We often define ourselves via the appraisals and opinions of others. For many of us, this is how we develop a sense of self – through the discerning eyes of our fellow humans. It is almost as critical to our existence as oxygen. But without the social context that our self-image is embedded in, we would live in a vacuum with no identity at all. There would be little reason to try and distinguish ourselves from others, or to be competitive or simply to even bother “looking good.” Our self-image is not only important but an intrinsic part of our being human. There’s no escaping from it.

Accordingly, perhaps the concept of self-expression for young people via the much maligned “selfie” is highly over-scrutinized by experts. Maybe it’s just a part of growing up and purely a new kind of “identity development” whose practice is so intermingled



into our culture now that not participating in it could be worse. Or, probably not, but nonetheless, we cannot deny that it is becoming a necessity to keep pace with a new era of social communication. For that reason, whether it’s Facebook, Instagram,

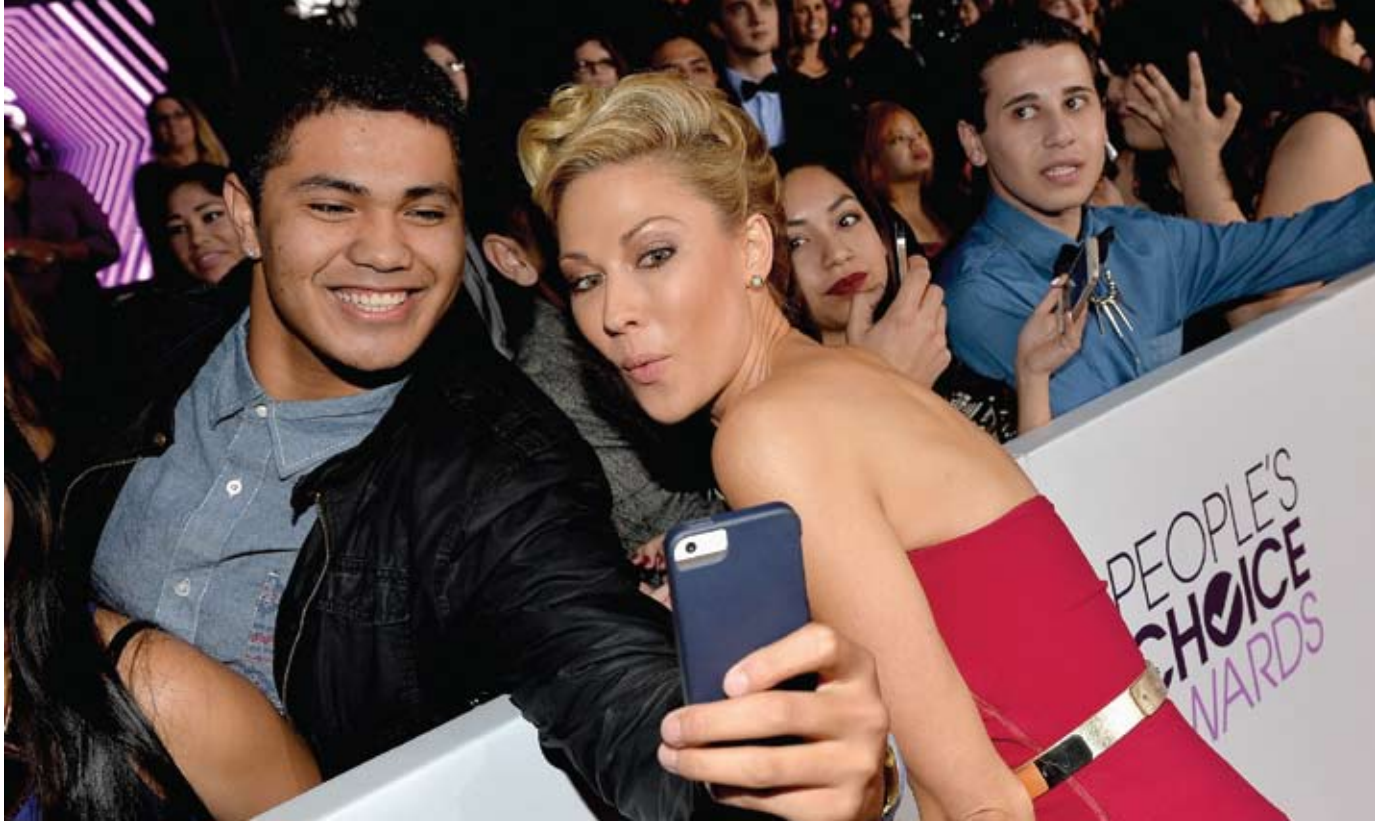
Tumblr or Snapchat, the online, photo-centric generation is here to stay.

Maybe one of the many reasons why the selfie is so trendy is because it provides the luxury of depicting ourselves in the way that we desire. Technology gives us the control to shape and manipulate who we are and perhaps mask our flaws and imagined shortcomings in a way that we could not do off-line. It’s an opportunity for us to showcase ourselves to the world with little or no repercussions. So, when the “likes” and affirming responses to our carefully selected selfies come in large numbers in a given week, the satisfaction of that kind of validation is immeasurable. The seductive ego boost is hard to pass up.

It’s almost like a drug.

And, if we are so reliant on that validation to define ourselves in the arena of social media -- where throngs of these positive comebacks could potentially swarm our message “in box” -- it is no mystery why





young people do it so often. Therefore, the bottom line is, posting selfies make us feel better about ourselves.

However, experts will argue that it's a symptom of self-absorption and part of the "me-me" generation of narcissism that is talked about so often these days. In fact, if you think about it, the expanse of social media is nothing but a reflecting pool for narcissists – a limitless quarry of prospective followers and admirers.

The desire to be liked, respected and perhaps admired can be considered a normal type of healthy narcissism which we all need in life. But when the hyper-posting becomes a compulsion, there could be problems. It also sadly becomes the kind of negative reinforcement that colludes with

and letting others see you do it. It's almost as if you are directing and starring in your own reality show and deluding yourself into believing that your so-called followers find your varied selfie poses remarkable and your mundane activities of life somehow stimulating.

Therefore, if the only way we know how to cultivate self-worth is through the online substantiation of being special -- which is usually short-lived -- in the long run we may feel shallow and empty inside. Over time, our self-esteem may plummet because the validation is in a sense, artificial and only skin-deep. Sometimes this digital self-expression we speak of is already a product of loneliness, depression or something deeper, which may continue to linger



culture is more popular among women than men. According to a global study titled Selfiecity, women take selfies 1.3 times more than men and the average age of the selfie-taking female is likely to be anywhere between 23-25 years. Statistics also revealed that women's selfies show more expressive poses - the average amount of head tilt is 50 per cent higher than for men with 12.3° vs. 8.2°. While many say women take more selfies because they are preoccupied with themselves, psychologists explain the real reason behind the phenomenon – women are more likely to share their lives with those around them as compared to men, which in turn makes them more susceptible to the selfie craze.

The digital age and social media era have indeed brought us "together" in many wonderful ways and has helped us connect and reach out to people we never thought was possible, but ironically, it also isolates us. We are indeed "connecting," but we are also "disconnecting" from each other because it deprives us of face-to-face human contact. It denies us the vital bonding we all need to feel close and intimate. Humans are social creatures of habit and to feel happy, whole and loved by others, there is no substitute for live human interaction -- the kind of human interaction that is not established by detached, online affiliations and carefully chosen representations of ourselves. ❏



society's fixation with appearance, status, wealth, materialism, etc.

According to experts, the selfie obsession is like looking in the mirror all day long

undetected. The veil of narcissism sometimes denies that realization as a defence disguised as confidence and bravado.

Also interesting is the fact that the selfie

Retail and FMCG

To launch new and maintain existing products on the FMCG and retail market, companies need well-chosen business strategies. Analysis of competition and distribution channels is a worthwhile exercise.

Product testing

Developing a prototype and launching production are cost-intensive processes. Product testing helps to ensure that only those products that are likely to be successful proceed to the production stage.

Product testing generates the insight necessary to inform the decision-making process at each stage of a product's life cycle. The product may be modified or adjusted to meet constantly evolving customer expectations.

Brand research

In nearly every industry, rankings are used to identify the most valuable brands. These rankings demonstrate how brands support the sale of products. Brand research provides information on a brand's

strength and potential compared to competitor brands.

Functional differences between individual products gradually disappear, particularly in the eyes of non-specialist customers. A product in a specific price category is more frequently selected in preference to others thanks to the image of its producer's brand, product line brand or the brand of the product itself.

Considering the way in which customers perceive a brand, important interactions may occur between brand awareness, a brand's influence on customers' decisions and customer inclination to recommend a given product or product line. Such interactions can be identified only through comprehensive brand research.

Example areas tested as part of brand research include:

- Despite high prompted awareness of a brand, why does it not enjoy a top of mind status?
- Why does higher brand awareness not result in higher sales?
- What prevents customers from rec-

ommending a brand or product to friends?

Copy testing

Marketing campaigns are expensive exercises. To ensure your organisation extracts maximum value from its investment, it is vital that you conduct research and testing before a campaign, and then again afterwards, to measure effectiveness.

Copy testing and advertisement concept testing can be divided into three main groups of research. The first group consists of tests supporting the development of an advertising strategy. Such tests analyze the selection of advertisement form as well as individual advertising materials used in the advertising campaign. The second group consists of research which assesses the relevance and effectiveness of new ideas as well as the way in which they are communicated. And finally the third group is research based on assessment of the effectiveness of executed advertising campaigns based on measures of brand awareness, visibility of the advertisement's



message and resultant changes in brand image.

In the case of tests carried out prior to an advertising campaign, the client receives a report presenting an assessment of the concepts tested and also recommended changes that should be taken into account prior to the campaign being launched.

In the case of campaign effectiveness testing, the client receives a report presenting a comparison of indicators of brand awareness and areas covered by the advertisement (e.g. elements of brand image, effect on brand recognition, customer associations with the brand).

Product testing generates the insight necessary to inform the decision-making process at each stage of a product's life cycle.

Product testing helps to ensure that only those products that are likely to be successful proceed to the production stage. In this way, product testing ensure that investments in production are justified and

the most important factor considered when shopping. It is also a key factor in influencing customer satisfaction and other aspects of the way a product and offering is perceived.



Market research

Businesses about to make strategic decisions need adequate support in the form of market intelligence or confirmation of their own analyses. Considerations for embarking on new ventures – from macroeconomic conditions to the immediate competitive environment – are the centrepiece of market research aimed at capturing a market's potential.

In a fast changing world, it is extremely important to thoroughly research a market before taking any business steps. Information on new players, products and advertising campaigns is key to planning a corporate development strategy. Market research involves a comprehensive overview of the market, making it possible to identify market niches and determine growth prospects, including potential barriers and formal restrictions to entry.

Consumer behaviour research

Thanks to a thorough understanding of consumer behaviour – how and for what purpose consumers use a given product or service - it is possible to properly adapt a company's offering to market needs. Consumer behaviour research is the most general category of studies related to consumers. It helps companies look at their products and services from the consumer's point of view.

A properly focused examination of consumer behaviour allows a researcher to show product or sales managers completely new functions of a product and new ways of service delivery by sellers. Consumer behaviour research is designed in such a way as to provide information on consumers' actual behaviour. The study may be carried out either at the point of purchase or consumption.

Product testing

Developing a prototype and launching production are cost-intensive processes.

based on informed decisions. Such studies provides the opportunity to verify assumptions regarding product usefulness and its ability to meet customer needs and requirements.

Product testing generates the insight necessary to inform the decision-making process at each stage of a product's life cycle. The product may be modified or adjusted to meet constantly evolving customer expectations.


Price testing

Price testing enables the optimum price for a product or service to be determined. The process takes into account factors such as consumer price sensitivity, product type and competition. Moreover, information gathered during the tests enables various versions of the product to be positioned in different price categories.

Obtaining customer opinions and perceptions about product pricing is typically one of the most difficult tasks. In customers' declarations, price is almost always

Distribution channel analysis

Even the best products – the products that are unique in their ability to meet customer needs and desires – are not guaranteed to be successful if they are not supported by an efficient distribution network.

Achieving success in highly competitive markets is largely dependent on the professionalism, attentiveness and flexible, individual, approach of the seller. The key features of service quality management are accurately defined standards and rules governing the sales process and post-sales support. A comprehensive distribution channel analysis involves a range of elements, from participation in the development of standards, so that they may be measured and examined, through to the development of a methodology for service quality analysis and its implementation in conducted research, and ending with the provision of feedback to individual customer service points and preparation of a manager's report. 



PTCL Smart TV App nominated for GLOMO Awards

PTCL's Smart TV Mobile Application has been nominated for the GSMA Global Mobile Awards (GLOMO) 2016 in the 'Best Mobile App (Media, Film, TV or Video)' category.

The PTCL Smart TV App is the first of its kind and has been recognized for integrating live TV with such handheld devices as mobile phones, laptops and tablets. The nomination of the Smart TV App is an indication of the progress made by PTCL in providing internet and multimedia services to its customers.

Commenting on the nomination, the PTCL Chief Commercial Officer, Adnan Shahid said that winning a global nomination in the category was a matter of pride for PTCL and the people of Pakistan.

Open Innovation is the key driver of growth in the global ICT sector and PTCL is creating history through such innovations as the Smart TV App. PTCL offers the Smart TV app for all its internet users in Pakistan.

Digital Entertainment has become a matter of core focus for PTCL because it understands the need for people to have entertainment on the go and the Smart TV App adds a high level of convenience to the lives of Pakistanis.

The multi-screen App offers a variety of features and is convenient and user-friendly. People can access hundreds of live TV channels and up to 5,000+ hours of content on the App for Video on Demand, Personal Video Recording, TV on demand and films.

The PTCL Smart TV App also offers quick

search options to access preferred TV shows and movies and is backed by a parental control facility.

Smart TV with its unique features has become the choice for broadcasters and producers for exclusive content. Recent Pakistani films and content for kids are some offerings. Previously, mega sporting events like the Cricket World Cup 2015 was telecast ads-free exclusively through the app.

Currently, the Mobile App is available for download on both Android and iOS platforms. A PC-accessible version has also been added.

The GSMA Global Mobile Awards is an annual event that is held to recognize efforts the world over for creating greater connectivity and accessibility. 📺

Corporate Moves



Mohammad Amir has become Brand Ambassador of Zong.

Dr. Ismail Shah has been appointed as acting CEO of the ICT R&D Fund.



Nauman K Dar has been reappointed as President and CEO of HBL.

Dr. Shahid Masood has rejoined ARY News as Director News.



Babar Bashir Nawaz has been appointed as Alternate Director at Pakistan Oilfields.

Zain Shahzad has joined Nishat Chunian Limited as Director.



M. Adil Khattak has been reappointed as CEO at Attock Refinery.

Yasser Pir Muhammad has become CFO of Sanofi Aventis Pakistan.



Maya Khan has joined A-Plus TV as Game Show Host.

Stefan Berg has joined Starwood Hotels as F&B Director for Europe, Africa and Middle East.



Javed Iqbal has become CEO of Mashriq TV, a new Pushto language news channel.



Syed Anis Ahmed has been appointed CEO, Abbott Laboratories, Pakistan.

Ins & Outs

New Appointments

Client	Advertising Agency
Dabur Pakistan	Blitz Advertising
The Stillman Company	Blitz Advertising
EL-Nafey Group	Blitz Advertising (for Corporate & Affiliated Brands)
Fariya Networks	Emotion
The Institute of Bankers Pakistan	Manhattan Communications
Foundation University	Manhattan Communications (for Admission Ads and Situation Vacant) (M Communications cleared)
Dr. Salim Ahmed & Co	MCM Advertising
LOTTE Kolson	Orient Communications (for Snacks, Biscuits and Pasta)
ARY Services	Pirana Advertising
The Oasis Golf & Aqua Resort	R. G. Blue Communications

Change Of Agency

Client	New Advtg Agency	Outgoing Agency
Pakistan Cable	Manhattan International	Blitz / Group M
Pakistan Railway	Manhattan	M Communications
Advisory & Consultancy Services	Communications	

Additional Appointments

Client	Agency
Pakistan Navy	The Brand Partnership Manhattan Communications Channel 7 Communications (M/s. M Communications cleared)
Pakistan State Oil Company	Argus Advertising Interflow Communications Red Communications (M/s. Orient Advertising cleared)
Shamim Akhtar	Blitz Advertising Marketing & Advertising (M/s. Transworld cleared)
Uniferoz	Synergy Advertising The Brand Partnership

Source: All Pakistan Newspapers Society (APNS)



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