



# All Pakistan Newspapers Society

32-Farid Chambers, Abdullah Haroon Road, Karachi  
Tel: 35671256, 35671314 Fax: 35671310, email:apns@apns.com.pk, Web:www.apns.com.pk

Ref: APNS/2011/122

June 08, 2011

## All Member Publications All Accredited / Associate Advertising Agencies

Dear Sirs,

### I) NEW APPOINTMENT

<u>S.No.</u>	<u>Clients Name &amp; Address</u>	<u>Accredited Advertising Agencies</u>
1	M/s. Feroze Khan Construction (Pvt.) Ltd., 131/4, Quaid-e-Azam Industrial Estate, Lahore. Ph: 35155667-8 Fax: 35140244	M/s. Synergy Advertising
2	M/s. Cantonment Board Pano Aqil, Pano Aqil Cantt. Ph: 5680041	M/s. Synergy Advertising
3	M/s. International Resources Group (IRG) House No.20, Street 19, Sector F 6/2, Islamabad. Ph: 2274242-3 Fax: 2274241 <i>( This client had already been circulated vide our Circular No.APNS/2011/73 dated April 06, 2011with Sr.# 21. We have to inform you that the above client i.e. IRG has appointed M/s. The Brand Partnership for sole advertising agent. The client has also appointed M/s. The Brand Partnership for their campaign of Tubewell Efficiency Installation Program "TWEIP")</i>	M/s. The Brand Partnership (Pvt.) Ltd.
4	M/s. School of Advance Business & Commerce Usman Block, New Garden Town (Opp PU Hostel Gate-4), Lahore. Ph: 35015668 Fax: 35848133	M/s. Unity Advertising Agency

As per our list, no other accredited agency appear to be handling account of the clients in question.

### II) CHANGE OF AGENCY

<u>S.No.</u>	<u>Client Name &amp; Address</u>	<u>New Advtg Agency</u>	<u>Outgoing Agency</u>
1	M/s. Adamjee Insurance Co. Ltd., 9th Floor, Adamjee House, I.I. Chundrigar Road, Karachi. UAN: 111-242-111 Fax: 32419162	M/s. Interflow Communications (Pvt.) Ltd.	M/s. The D'Hamidi Partnership
2	M/s. Levi's Strauss Pakistan (Pvt.) Ltd. Prime Heights, 4-Saint Mary's Park, Gulberg 3, Lahore. Ph: 3586-2016-49 Fax: 3586 2306-07	M/s. Kimco Advertising	M/s. JWT Asiatic

### III) APPOINTMENT OF MBH

<u>S.No.</u>	<u>Clients Name &amp; Address</u>	<u>Creative</u>	<u>MBH</u>
1	M/s. ZIL Limited (Formerly Zulfiqar Industries Ltd.) 3rd Floor, Kandawala Building, M.A. Jinnah Rd., Karachi. Ph: 32250021-2 Fax: 32220874	<u>M/s. Prestige Communications:</u> for all products.	<u>M/s. Group M Pakistan:</u> for Capri Soap, Capri Hand Wash and Capri Face Wash.

Continued on.....P/2

**IV) ADDITIONAL APPOINTMENT**

<u>S.No.</u>	<u>Client Name &amp; Address</u>	<u>Product/Area/ Agency</u>
1	M/s. Capital Development Authority, Public Relations Directorate, CDA House, Block-1, Islamabd.	<u>M/s. Argus Advertising</u> : for Planning & Design Wing, Finance Wing & Estate Wing.  <u>M/s. Midas Int'l. (Pvt.) Ltd.</u> : for Services Wing, Environment Wing & Display Advertisements  <u>M/s. M Communications</u> : for Engineering Wing, Administration Wing, Project Management Office & Campaign of Park Enclave
2	M/s. Subway (Famous Franchise) 64-West, Masco Plaza, Blue Area, Islamabad. Ph: 2877248-50 Fax: 2877251	<u>M/s. Synergy Advertising</u> : for Sindh Balochistan  <u>M/s. Golden Thoughts</u> : for Punjab Franchises
3	M/s. Pakistan International Airlines, Karachi Airport, Karachi. Ph: 34572011 Fax: 34570419,	<u>M/s. Synergy Advertising</u> : for Corporate Domestic Campaign and Corporate Social Responsibilities.  <u>M/s. Argus Advertising</u> : for Gulf, Saudi Arabia, Far East Campaign, Group Tours, Engineering and PIA Training Centre.  <u>M/s. TNI Communications</u> : for Tender Notice, USA Canada Campaign and Award Plus  <u>M/s. Midas International</u> : for UK, Europe Campaign Speedex and Cargo.
4	M/s. Sitara Hamza (Pvt.) Ltd., 6 Km Sargodha Road, Faisalabad. Ph: 418847801-4 Fax: 8785867	<u>M/s. Think Tank Advertising</u> : for Shamaeel Lawn  <u>M/s. Golden Thoughts Advertising</u> : for other than Shamaeel Lawn

**V) CHANGE OF CLIENT'S NAME**

<u>S.No.</u>	<u>Client Name &amp; Address</u>	<u>Accredited Advertising Agency</u>
1	<u>New Name</u> M/s. Silk Bank Ltd.  <u>Old Name</u> M/s. Saudi Pak Commercial Bank Ltd.	M/s. Evernew Concepts (Pvt.) Ltd.

Thanking You,

Yours faithfully,

**Sarmad Ali**  
Secretary General